



**Prudential**  
Seizing  
the  
**Opportunity**

# **Growth Opportunities in Asia**

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# Growth map of Asia



## China

- Deregulation : Step change in growth

## Japan, Taiwan, Korea

- Distribution pioneers
- Focus on profitable segments

## Vietnam, India

- Leveraging our leadership position

## Hong Kong, Singapore, Malaysia

- Regional leadership
- People and best practice

## Thailand, Indonesia, Philippines

- Leading next stage of market development

# Markets for discussion today

Today we will give you a more detailed review of some of our key growth markets



**Chee Cheong**

- **Managing profitable growth**



**Huynh Thanh Phong**

- **Leveraging the platform**



**Shikha Sharma**

- **Leadership through innovation**



**Captain Chia**

- **Preparing for future growth**