



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

# **Agency Productivity**

# Agency Productivity KPIs

## Level 1 KPI

No. of Agents

Total Cases

Total APE

Active Rate

Total NBAP

## Level 2 KPI

Cases/Agent

APE/Agent

Cases/Active Agent

APE/Active Agent

## Level 3 KPI

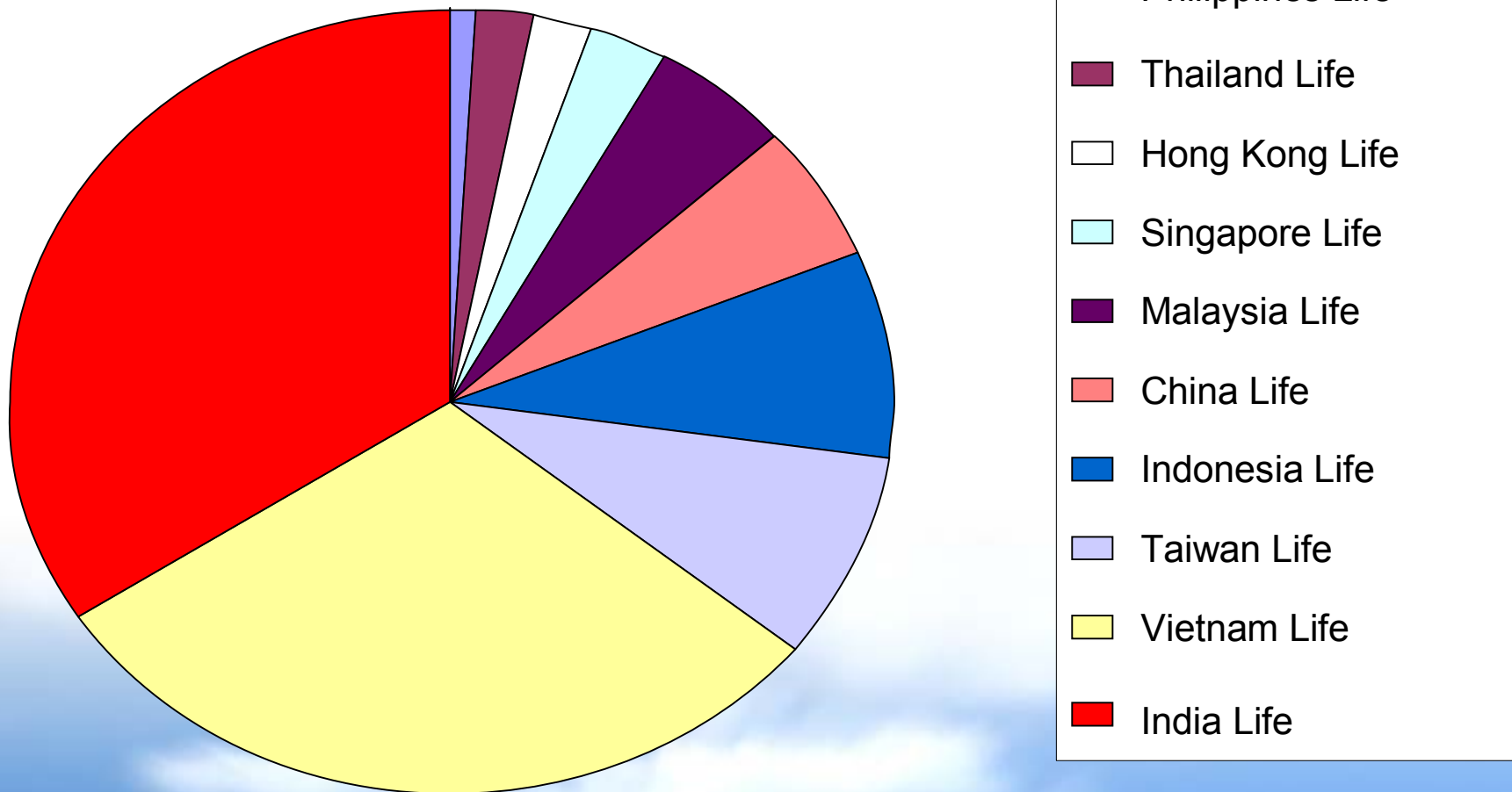
Product Mix/Agent

APE/Product

NBAP Margin/Product

# Agency Force Profile

## Total Agency Force (# of Agents)



As at September 2004

# Agency Productivity KPIs

COUNTRIES	No. of Life Competitors	Rank by Size of Agency Force	Rank by Productivity *
China **	21	2	2
Hong Kong	64	3	2
India **	12	1	1/2
Indonesia	51	3	1/2
Malaysia	16	5	1
Philippines	40	3	2/3
Singapore	12	2	1/2
Taiwan	29	7	4/5
Thailand	25	8	-
Vietnam	5	1	2

\* Ranked based on first year premium per agent

\*\* Foreign companies only