



Prudential
Seizing
the
Opportunity

Summary

Mark Norbom
Prudential Corporation Asia
November 2004

Our 29 speakers



Years with Prudential in Asia (average) : 6 years

Financial services experience (average) : 20 years

Vision : Market leadership

To be the market leading savings, investment and protection company in Asia...



Brand strength and reputation

Superior service and professional advice

Flexible multi-distribution

Innovative products

Best people and management

Highest growth rate and return

**...for our customers, staff, distributors, partners,
and shareholders**

Delivering profitable and sustainable growth

Accelerating profitability

Leveraging regional scale, expertise and innovation

Building sustainability

Creating a lasting foundation

Continued strong growth

Driving proven success models to all markets

- **Integrated operating model**
- **Leadership development**
- **Risk management**
- **Brand strength**
- **Business building expertise**
- **Multi-channel distribution**
- **Product innovation**
- **Customer centricity**

Strong top-line growth - even faster bottom-line growth

- 1 Growth opportunity in Asia remains significant for insurance and funds management**
- 2 We are uniquely positioned to seize this opportunity**
- 3 We are strengthening our foundation to ensure sustainability of above-market performance**
- 4 Our scale and our focus will yield accelerated profitability : Strong top-line growth, even faster bottom-line growth**



Delivering profitable and sustainable growth



Prudential Seizing the Opportunity



PRUDENTIAL
英國保誠集團

機會
Peliuang
機會
Opportunity
oportunitiad