



**Prudential:
Leading in Asia**

Prudential in Asia

**Barry Stowe
Prudential Corporation Asia
1 December 2006**





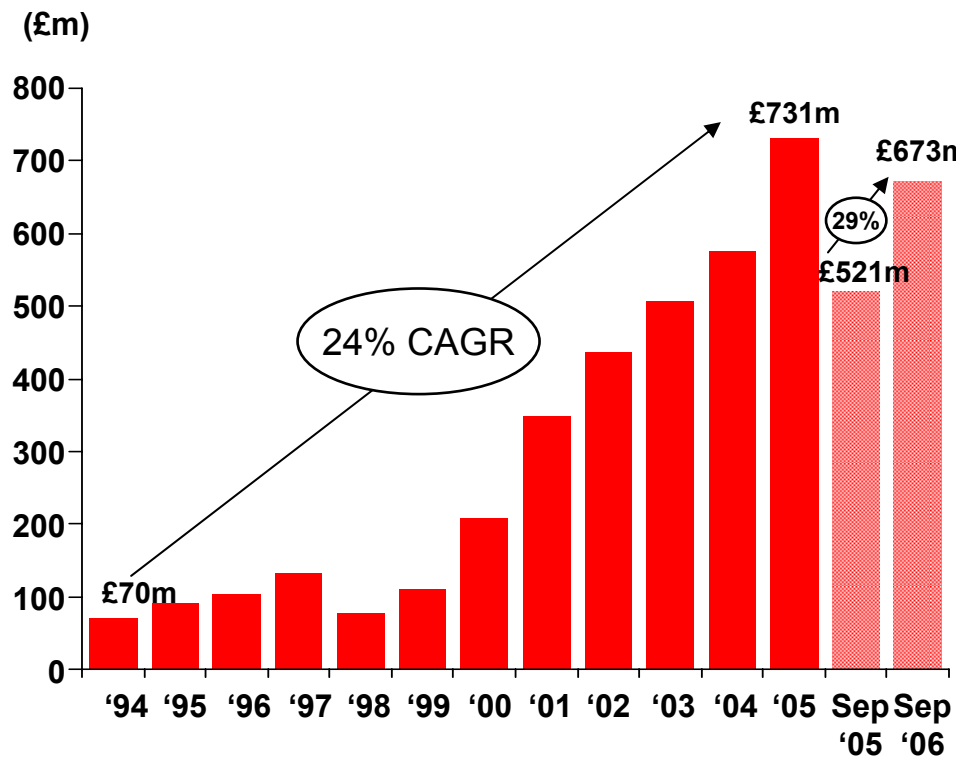
Prudential Asia : Decision to invest

- **Presence and scale**
- **Core competencies**
 - Agency
 - Complementary distribution—banks, brokers...direct...
 - Product innovation
 - Funds management

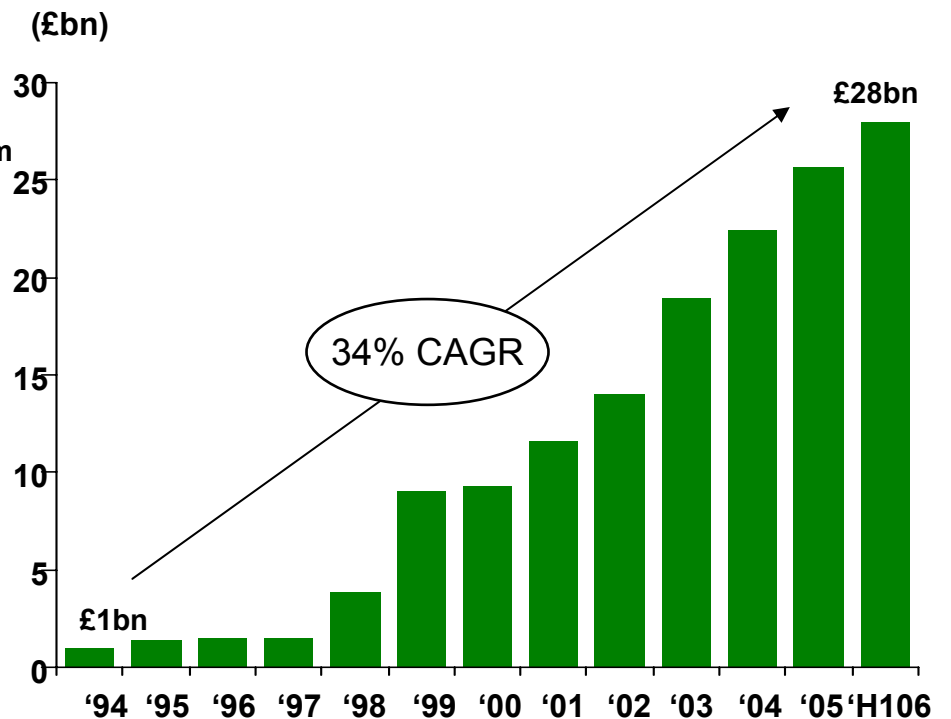


Prudential Asia : Terrific track record

Life Insurance APE



Funds Under Management



Note: on constant exchange rate basis



Prudential Asia : Building on existing strengths

- **Agency—scale and productivity**
- **Improve and expand distribution partnerships**
- **Continued product innovation**
- **Build on successes across the region including:**
 - India
 - Korea
 - China
 - Hong Kong



Prudential Asia : Leveraging the model

- **Deepen and strengthen relationship with over 7 million customers**
 - Systematic
 - Disciplined
- **Retirement**
- **Direct distribution in markets with proven potential**
- **Health product strategy**
 - Beyond “Riders”
 - Value for customers
 - Suited to multi-channel distribution
 - Government support
 - Value for shareholders



Prudential Asia : Committed to generating value

**New Business Profits will at least double
from 2005 to 2009**



Today's agenda

	Agenda	Speakers
8:30am	Welcome Prudential in Asia CFO Perspective	Mark Tucker Barry Stowe Sandeep Malik
	<i>Insurance Presentations</i>	
	Malaysia, Singapore, Indonesia, Philippines Hong Kong Q&As	Ng Keng Hooi Kevin Wright
10:15am	<i>Coffee Break</i>	
	India, Vietnam, Thailand India : the ICICI perspective (incl Q&As) Korea Taiwan and China Morning Summary and Q&As	Huynh Thanh Phong KV Kamath Bill Lisle Garth Jones Barry Stowe
12:30pm	<i>Lunch Break</i>	
1:15pm	<i>Fund Management Presentations</i>	
	Strategic Overview / Performance Japan Korea China India Q&As	Ajay Srinivasan & Ted Pull Felix Pang SH Hwang Cheeseng Shek Pankaj Razdan
2:45pm	Closing Comments	Barry Stowe