

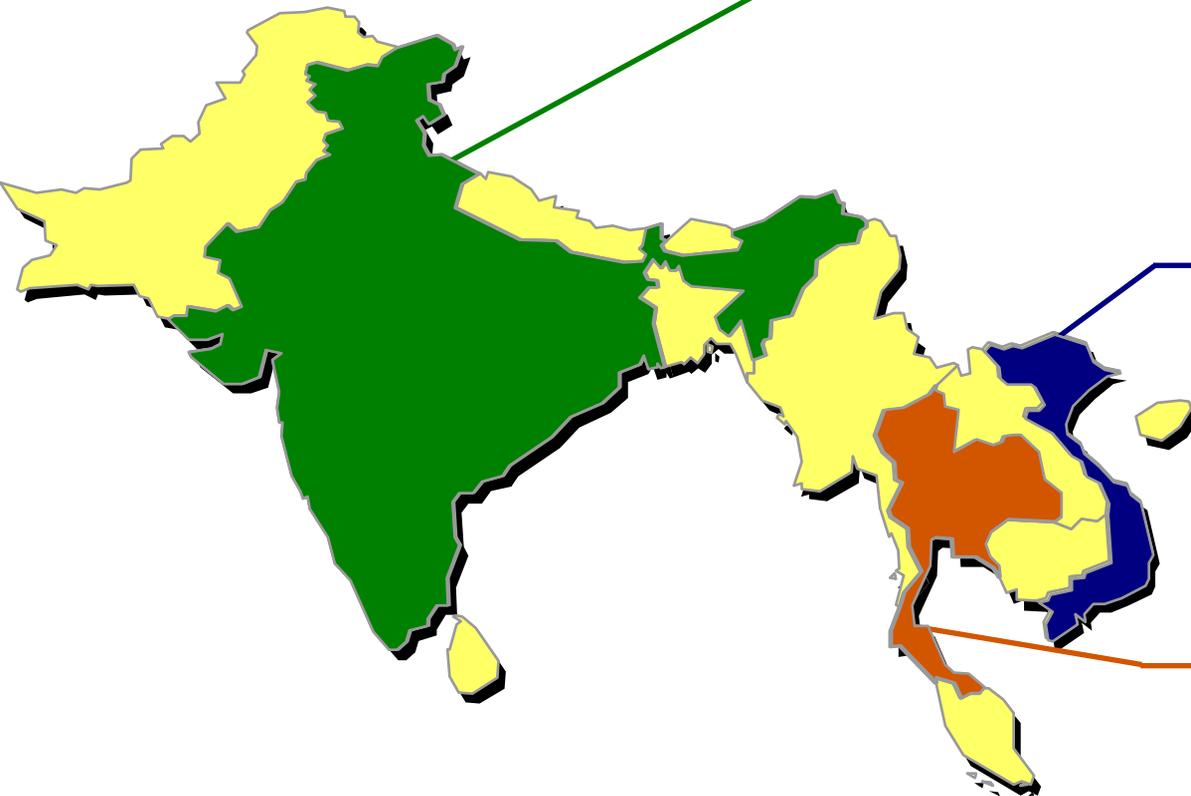


**Prudential:
Leading in Asia**

First Mover Advantage in Nascent Markets

**Huynh Thanh Phong
Prudential Corporation Asia
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Favourable macro economic conditions



India

Population:	1,103m
GDP (MER):	US\$ 775bn
GDP (PPP):	Int.\$3,633bn
GDP per capita (PPP):	Int.\$3,320
Real GDP growth:	7.7%
GDP 5-year CAGR:	5.9%
Savings rate:	29% GDP

Vietnam

Population:	84 m
GDP (MER):	US\$ 51 bn
GDP (PPP):	Int.\$ 252 bn
GDP per capita (PPP):	Int.\$3,025
Real GDP growth:	8.4%
GDP 5-year CAGR:	7.3%
Savings rate:	35% GDP

Thailand

Population:	64 m
GDP (MER):	US\$ 169 bn
GDP (PPP):	Int.\$ 545 bn
GDP per capita (PPP):	Int.\$8,368
Real GDP growth:	4.5%
GDP 5-year CAGR:	4.5%
Savings rate:	30% GDP

Source: Swiss Re Sigma No 5/2006, IMF World Economic Outlook Database April 2006, India FY 2005 Apr 1 – 2006 Mar 31, Vietnam & Thailand 2005 Jan 1 – Dec 31

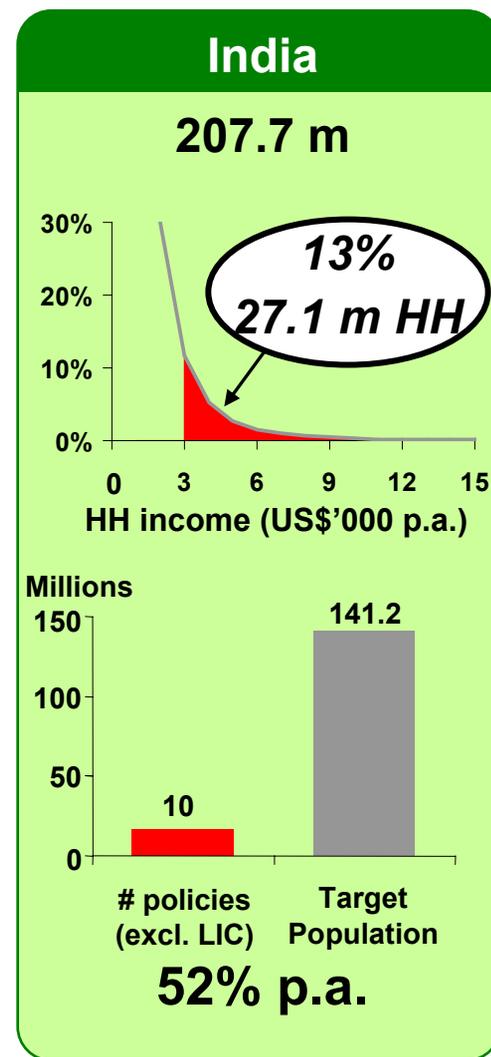
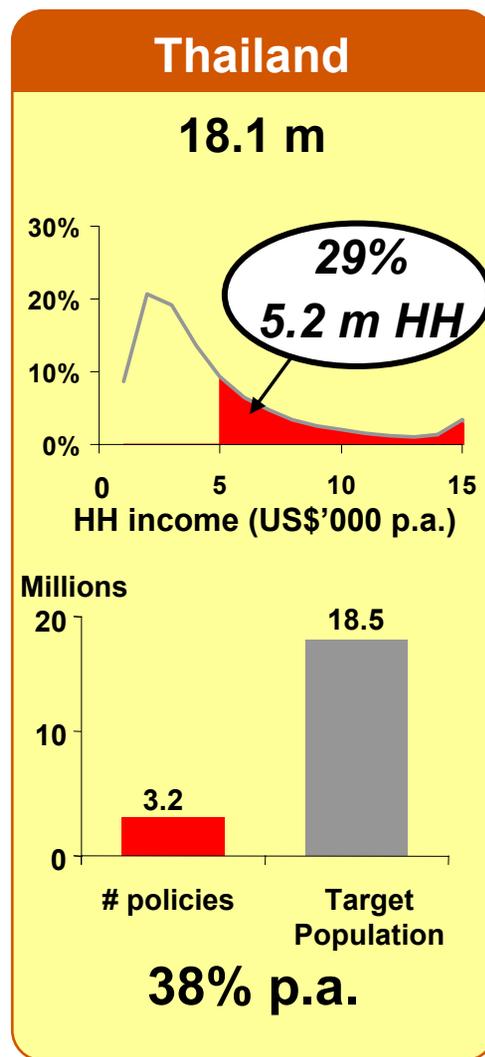
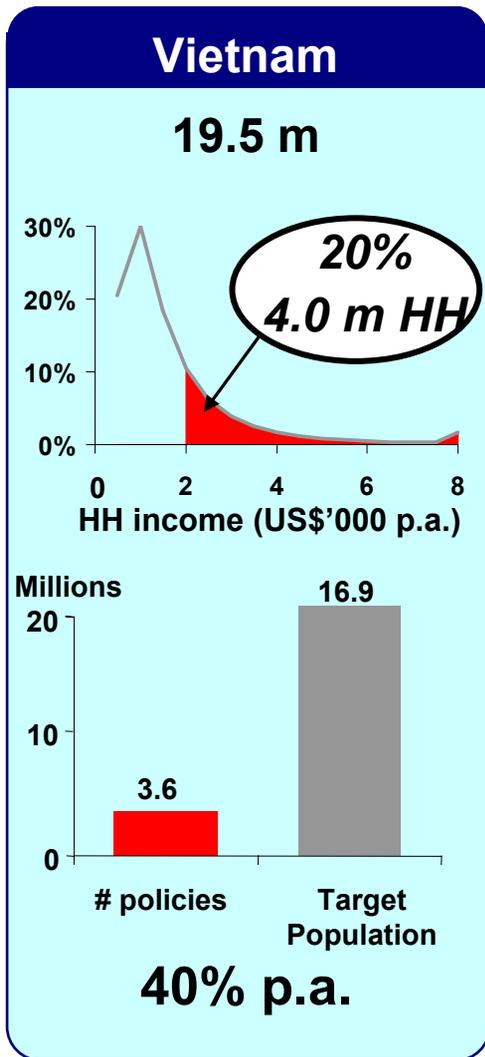
Tremendous potential for life insurers

households (HH)

Prudential's target HH

Insurance penetration of target population

Forecast target HH CAGR 2005-10





Challenges of nascent markets

Infrastructure

- Fluid regulatory environment
- Emerging nature of capital markets and investment environment
- Poor infrastructure for customer service and distribution support

Industry

- Market dominance by local incumbents
- Competitive pressure when market first opened to large number of foreign players
- Challenges associated with building distribution channels

Market

- Lack of market/customer sophistication in financial services and limited knowledge of Prudential brand