



**Prudential:
Leading in Asia**

Asia : 4 Key Markets

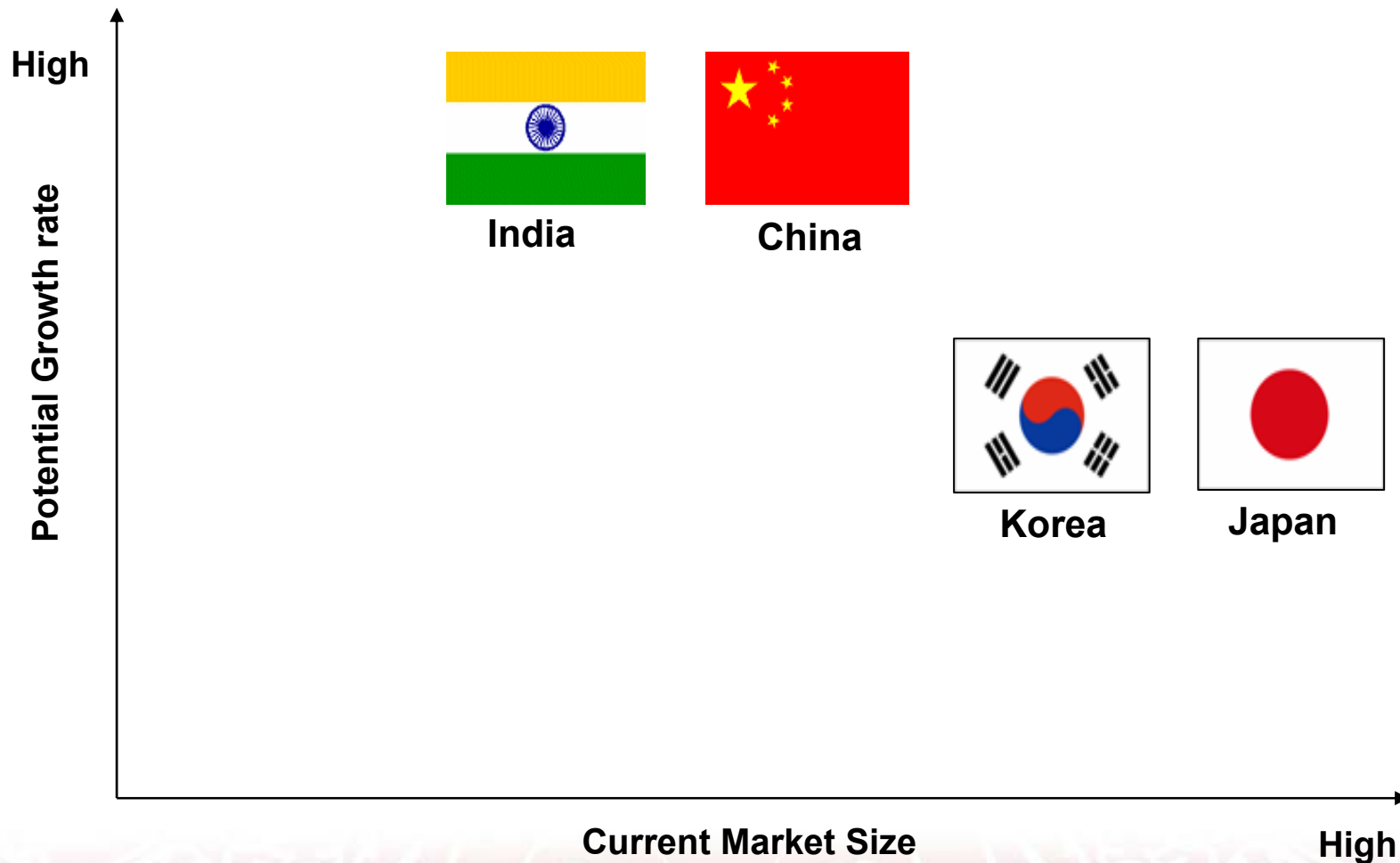
**Ajay Srinivasan
Chief Executive, Fund Management
Prudential Corporation Asia**





Asia's key markets

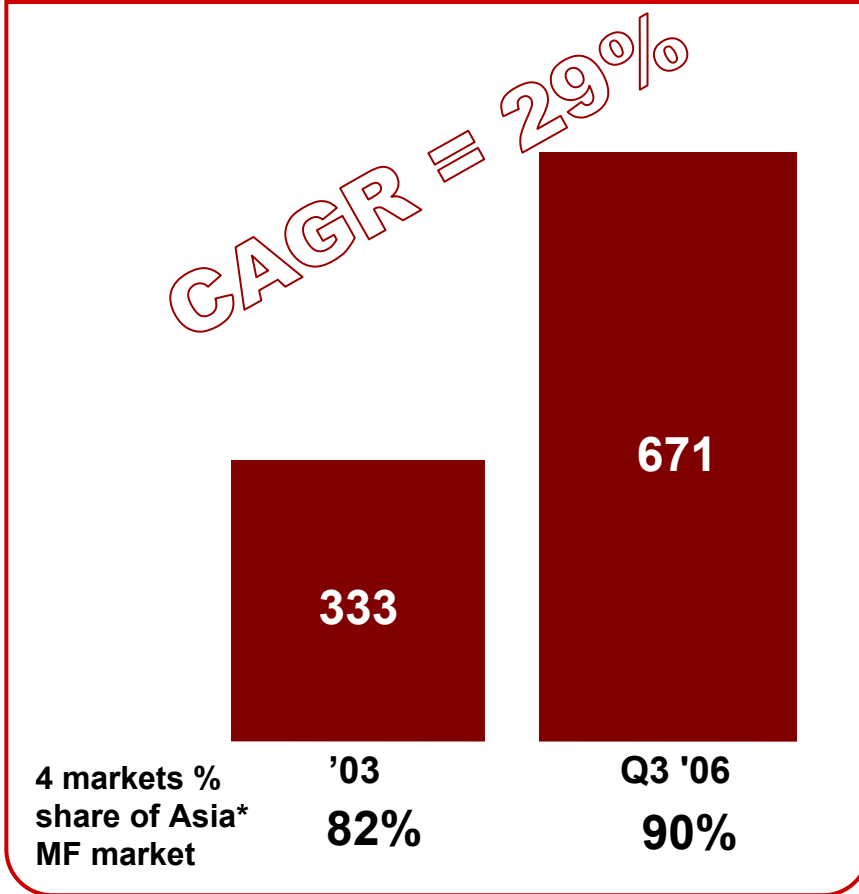
Japan, Korea, China and India : 4 key markets in Asia





Mutual funds market in 4 key markets

Market size and growth of 4 key markets
(GBP Bn)



MF market CAGR 03-Q306

	Japan	26%
	Korea	35%
	China	60%
	India	31%
Total Asia*		25%

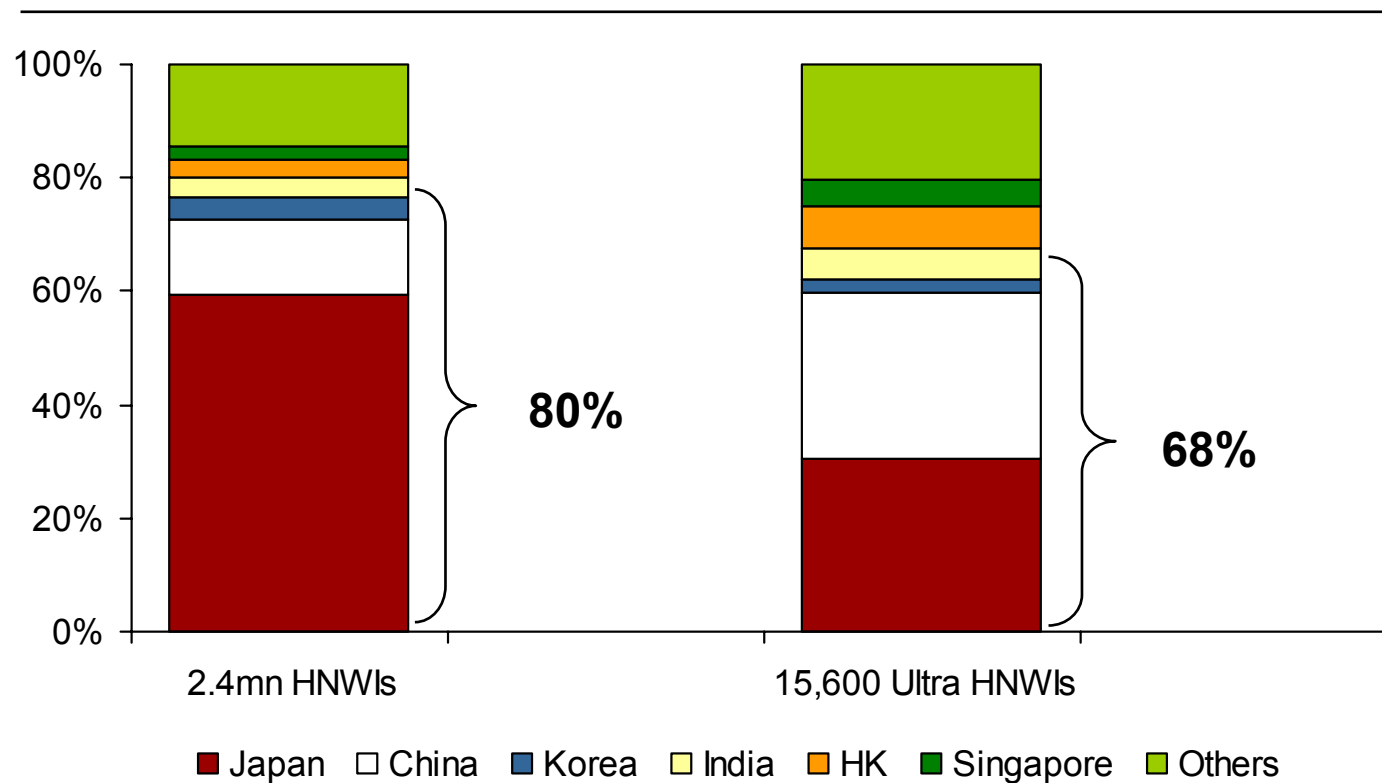
Source: Cerulli Associates, Association of Mutual Funds in India, Wind, Securities Inv Trust Association, KITCA, Internal Research * Consisting of 9 countries that PCA operates in



Large and wealthy economies

Japan, China, Korea and India account for most of the HNWI and Ultra-HNWIs in Asia

% of Asia-Pacific HNWI and Ultra-HNWIs by market 2005

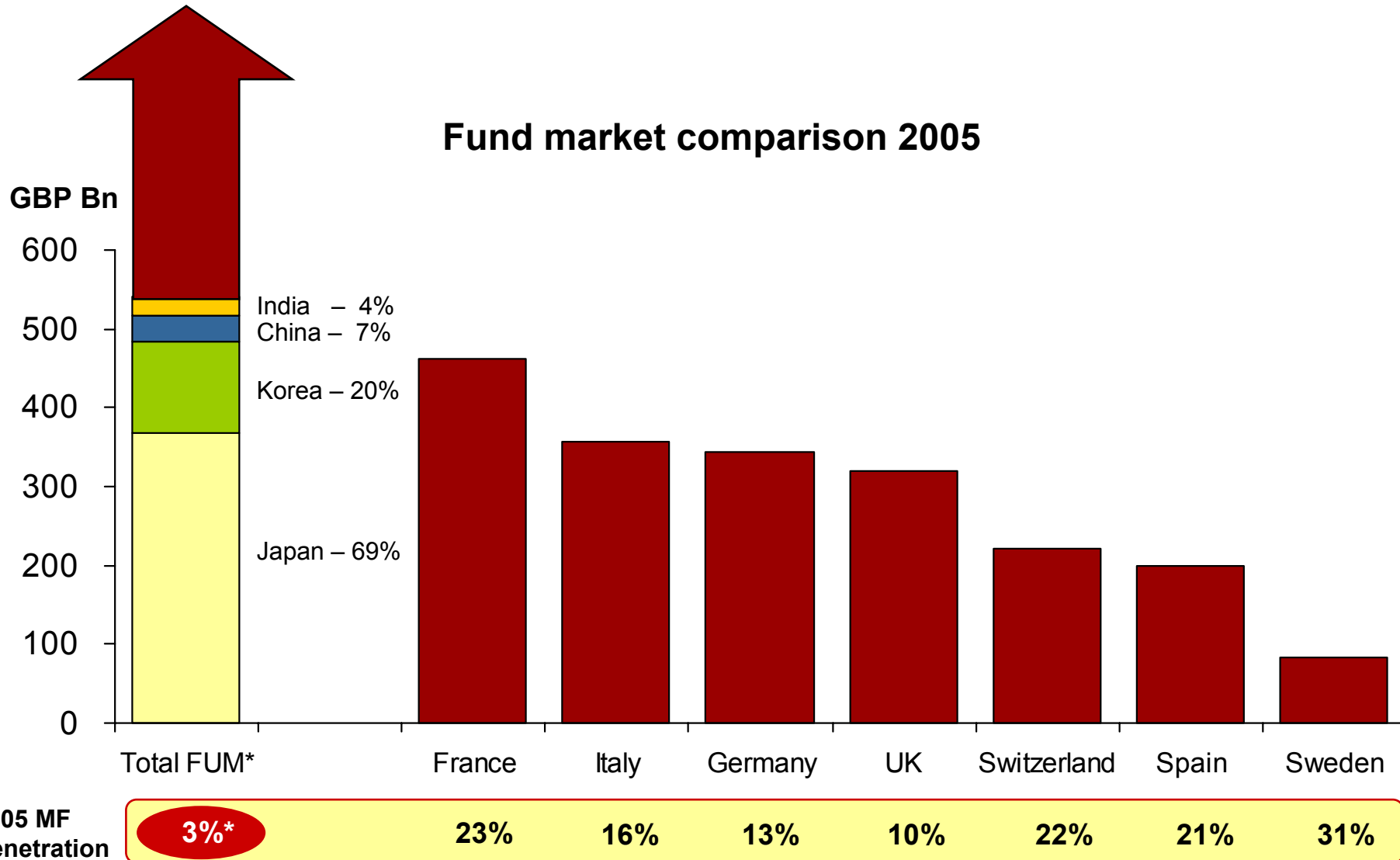


Source: Cap Gemini Merrill Lynch Asia-Pacific Wealth Report 2006

Note : HNWIs hold more than GBP 535,000 in financial assets and Ultra-HNWI hold in excess of GBP 16mn in financial assets



Increasing Asian retail FUM penetration from 3% to 10% would add GBP 620Bn in FUM



Source: Fund market comparison and MF Penetration Rate as % of HHFA - Cerulli Global Update YE2005.

* Total FUM and retail FUM penetration rate for 4 countries based on Internal Research and Citigroup