



**Prudential:  
Leading in Asia**

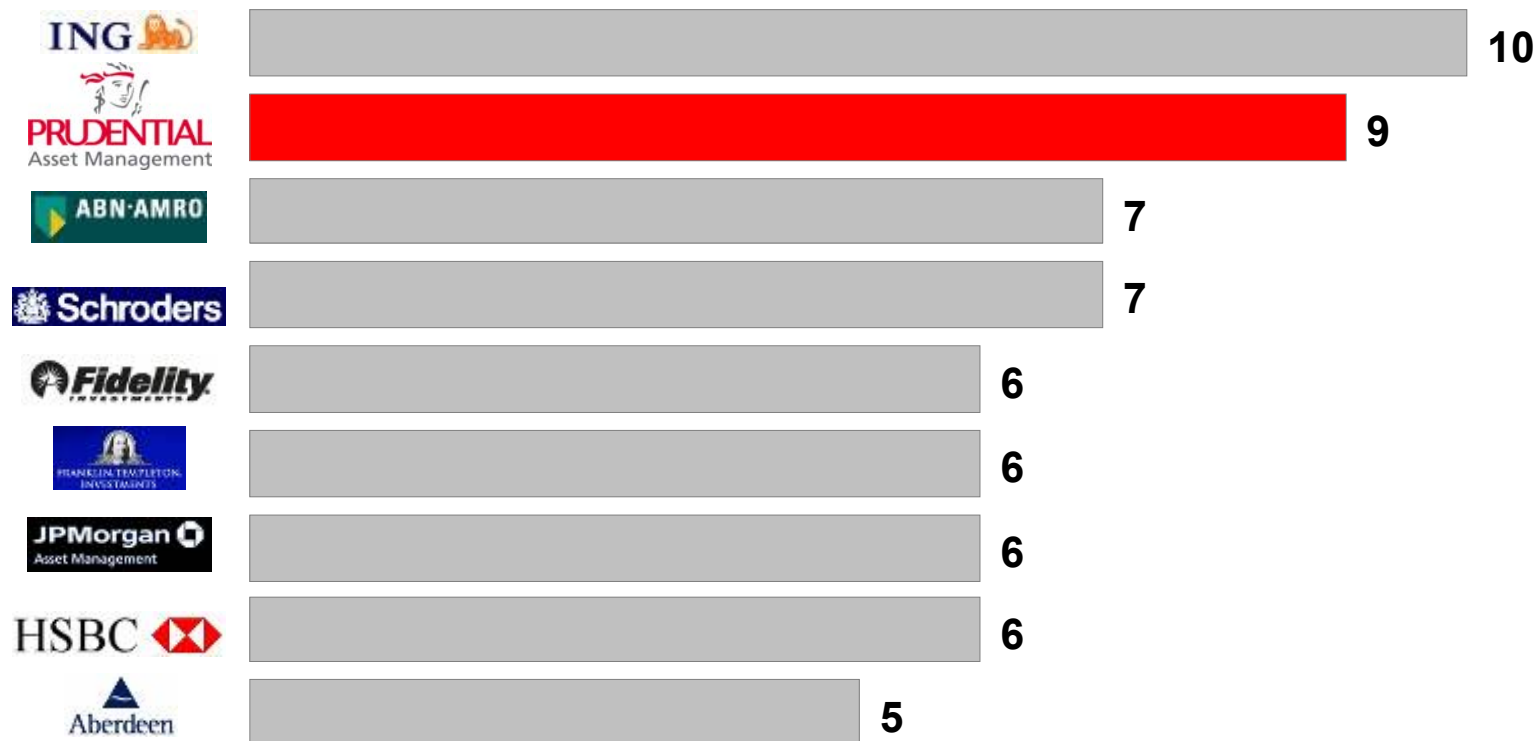
# **Prudential Fund Management In Asia**





# Prudential Mutual Funds Leading presence in Asia

Our geographic presence in 9 key markets\* covers 96% of Asia's total household financial assets



Note: Presence with licence and office set up as of Sep 2006

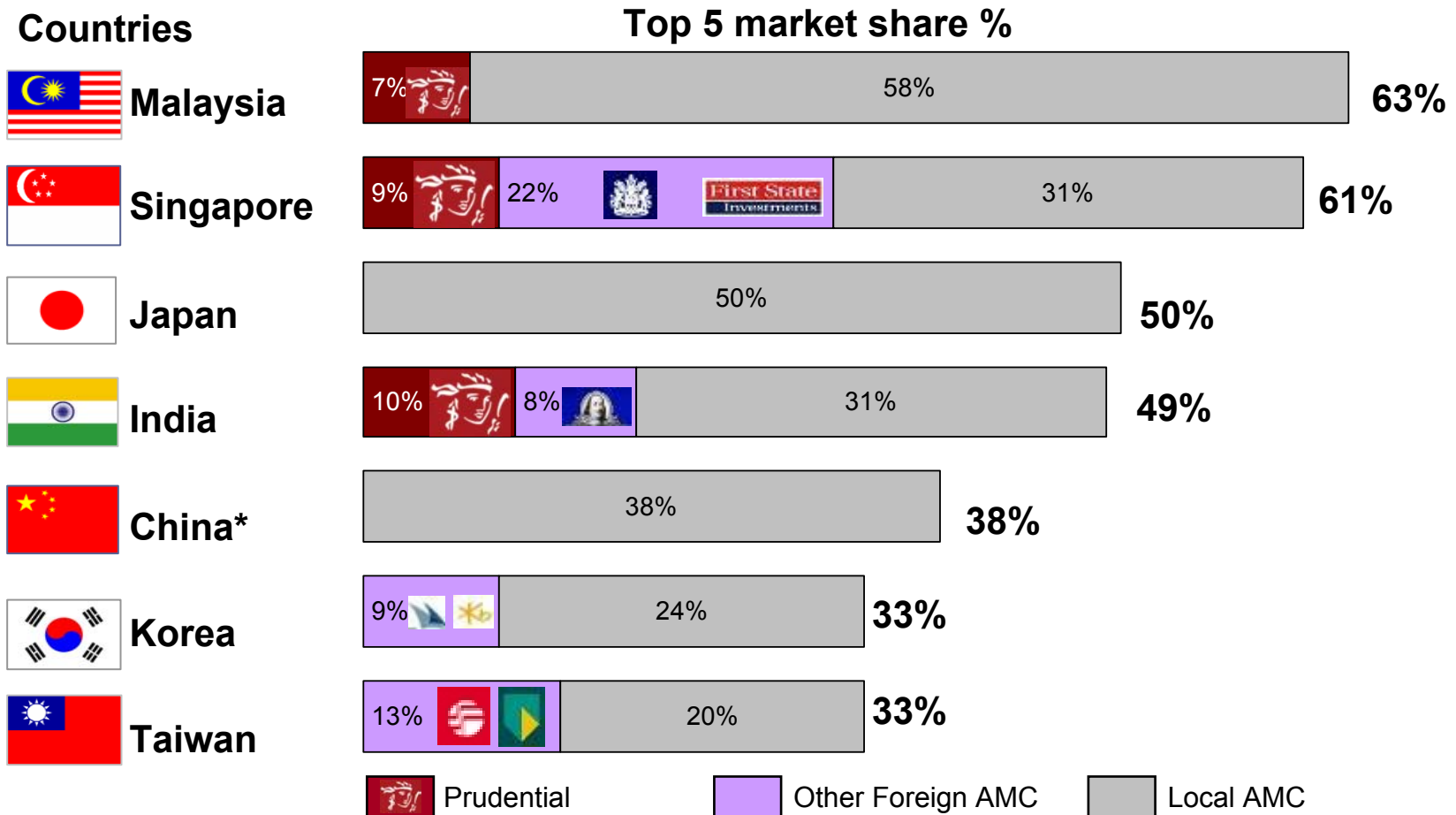
\*The 9 markets are Japan, Korea, China, India, Hong Kong, Singapore, Malaysia, Taiwan and Vietnam

Source: Asia Asset Management



# Competitive landscape

**Most markets are dominated by local players  
PRU is the only foreign player in the top 5 in more than one market**



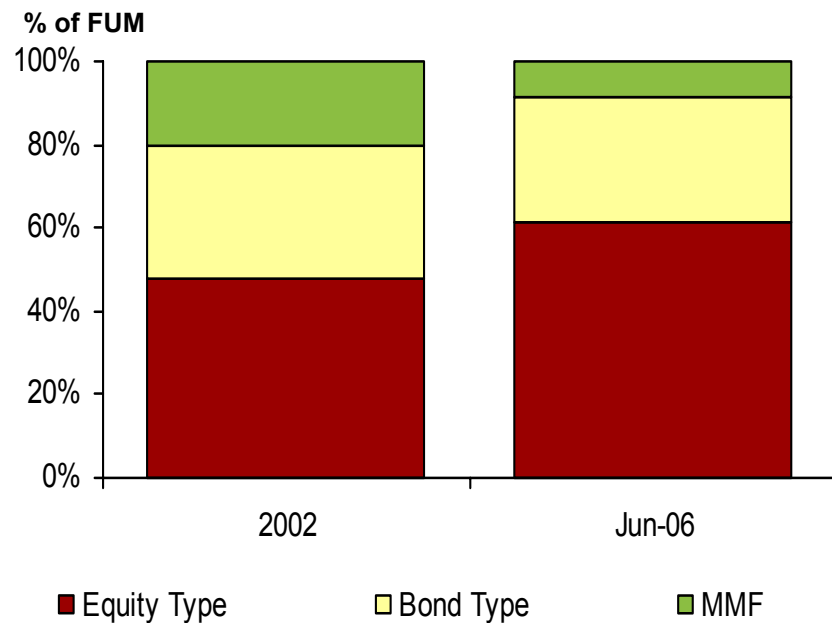
Source: Cerulli Associates, Monetary Authority of Singapore, Association of Mutual Funds in India, Securities Inv Trust Association, KITCA, Securities Commission of Malaysia (private funds only) and China data as at Jun 2006



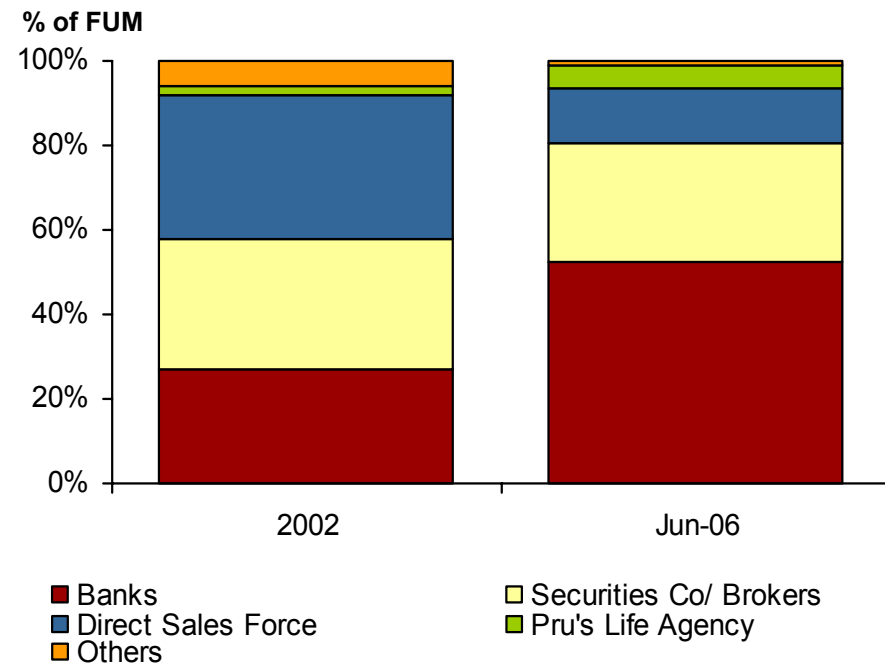
# Our product and distribution configuration

Our product mix has shifted towards higher margin products such as equity and balanced funds. Banks are becoming the dominant channel

## Product mix



## Distribution mix

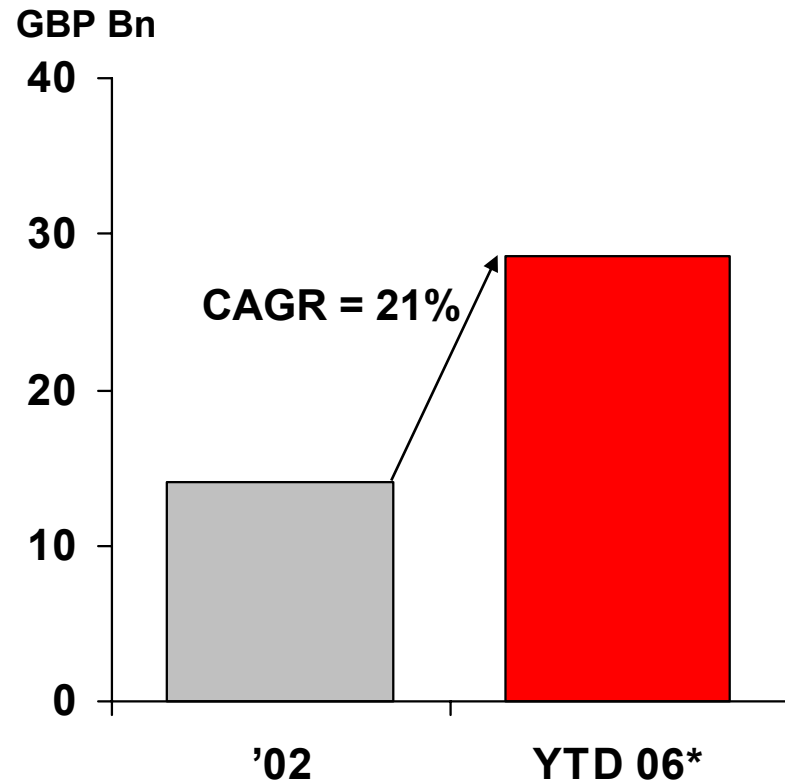




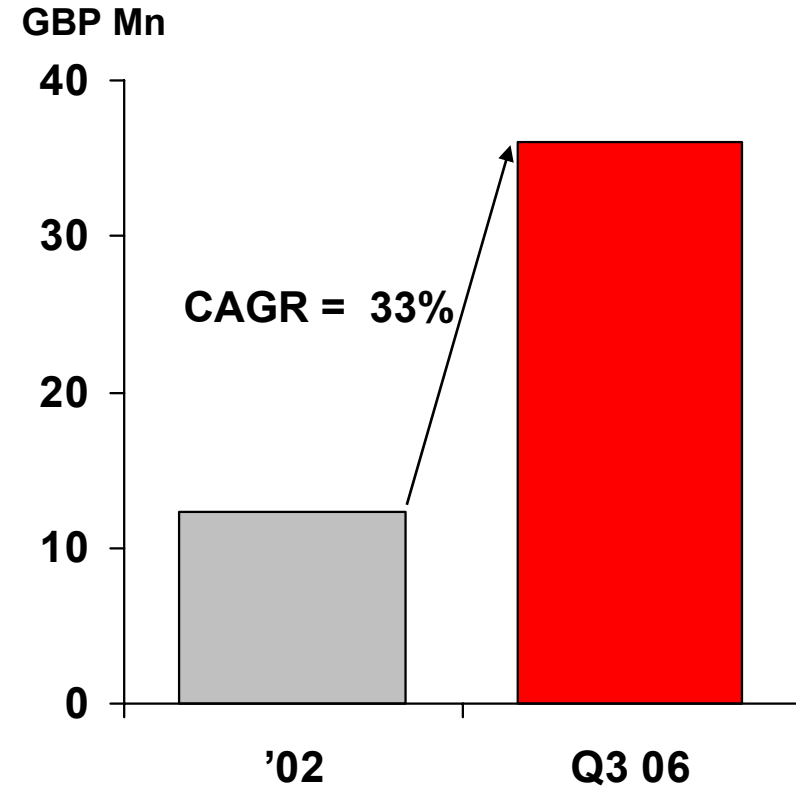
# Material profitability

We have doubled our FUM from 2002 to Sep 2006;  
Our PBT has tripled over the same period

## FUM



## PBT



\*15<sup>th</sup> Nov 2006



# Asia sourced FUM

## Strong growth in retail FUM

Second in retail sourced FUM in 2006 survey

Retail FUM ranking (Asia ex-Japan) 2004-2006

Rank	2004	2005	2006
1	ING	ING	Fidelity Investments
2	JF AM	HSBC	<b>Prudential</b>
3	<b>Prudential</b>	Franklin Templeton	ING
4	HSBC Investments	<b>Prudential</b>	HSBC
5	Franklin Templeton	JF AM	Alliance Bernstein
6	Schroders	Allianz Global	BNP Paribas
7	Allianz Dresdner	Fubon	JF AM
8	INVESCO	INVESCO	Schroders
9	ABN Amro	Alliance Bernstein	Franklin Templeton
10	Alliance Bernstein	State Street	Allianz Global

Source: Asia Asset Management - Fund Manager Survey, Internal Research  
Ranking for participating Asset Management Companies only



# FUM ranking chart

## Significant growth in total FUM

Prudential is a top 3 player in Asia ex-Japan sourced FUM

FUM ranking (Asia ex-Japan) 2004-2006

Rank	2004	2005	2006
1	AIG	AIG	AIG
2	ING	ING	ING
3	JF AM	State Street	<b>Prudential</b>
4	HSBC	HSBC	HSBC
5	<b>Prudential</b>	<b>Prudential</b>	State Street
6	State Street	Allianz Global	Fidelity Investments
7	Allianz Dresdner AM	Citigroup AM	Alliance Bernstein
8	Citigroup AM	Franklin Templeton	Allianz Global
9	Barclays	Barclays	Schroders
10	Schroders	Alliance Bernstein	AXA Rosenberg

Source: Asia Asset Management - Fund Manager Survey, Internal Research  
Ranking for participating Asset Management Companies only