



**Prudential:  
Leading in Asia**

# **Building Scale and Materiality**

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## Key messages

- **The Asian market for fund management is attractive and growing rapidly; there is significant head room for further growth in Asia**
- **Prudential has successfully built a material fund management business in Asia**
- **We have a clear strategy and have managed the profit drivers effectively to create material value**
- **Four key markets for us are Japan, Korea, China and India and we are very well placed in each of them**
- **We have put in place a distinctive and advantaged platform in Asia and believe this puts us in an ideal position to capitalise on the opportunities ahead**

