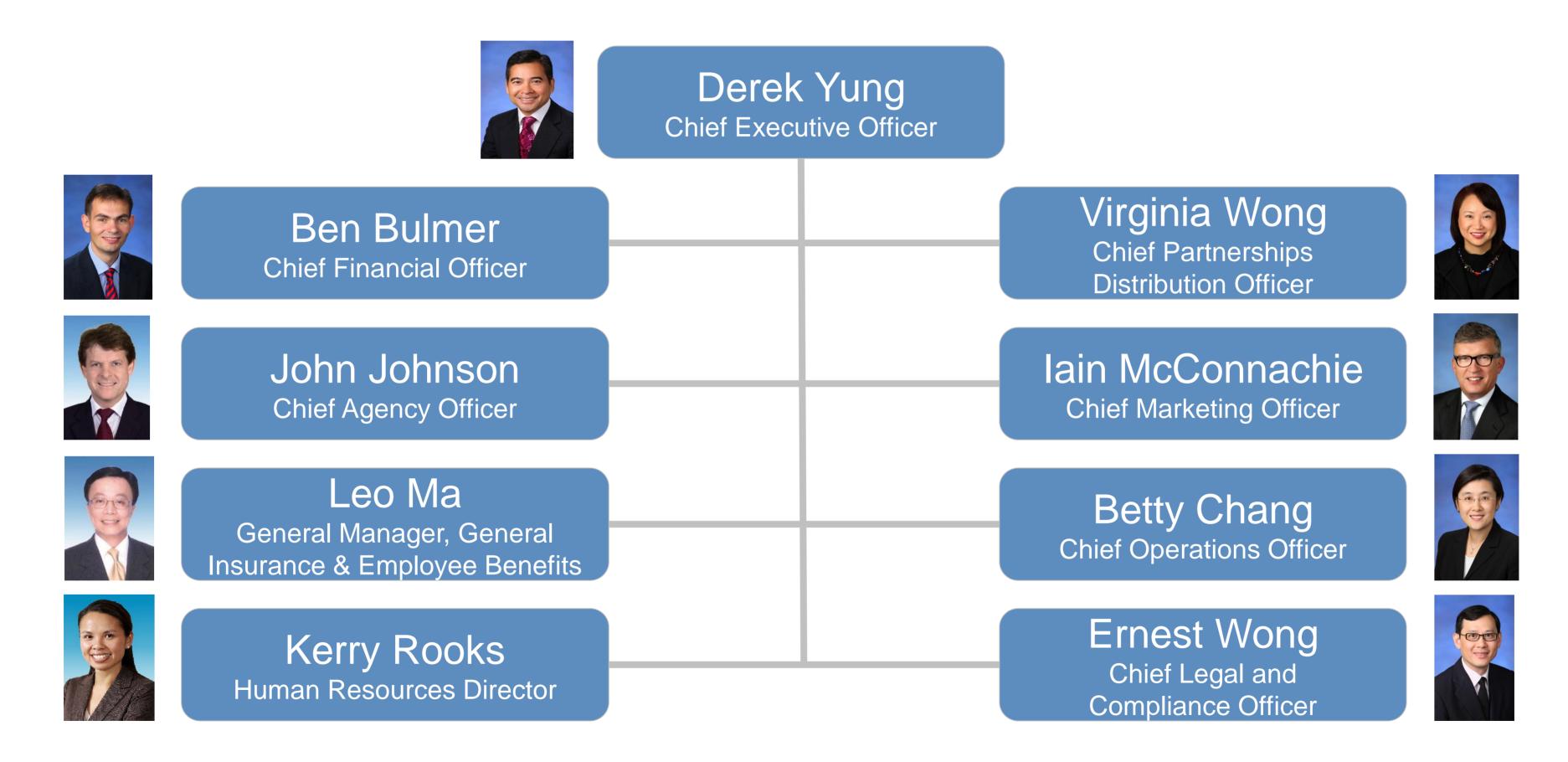


Key Messages

- Hong Kong's macroeconomic environment continues to be strong
- Life market expansion driven by increases in wealth, immigration and visitors, and an aging population
- Prudential has consistently delivered through its unique multi-distribution platform, with over 5,000 highly productive agents and the top bancassurance partner
- Product breadth affords the flexibility to meet market dynamics with a focus on 'value over volume'
- Strongly positioned to take advantage of future growth opportunities

Prudential Hong Kong Management Team

Strong management team with an average 20 years experience in the industry





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Macroeconomic Environment



Asia's World City and Premier Gateway to China

Key Economic Indicators

| | 2007 | 2008 | 2009 | 2010 | 2011F |
|--|------|------|------|------|-------|
| Real GDP Growth (%) | 6.4 | 2.3 | -2.7 | 7.0 | 6.0 |
| Nominal GDP (US\$ bn) | 207 | 215 | 209 | 224 | 247 |
| GDP per Capita (US\$ k) | 29.8 | 30.7 | 29.6 | 31.5 | 34.4 |
| Population (m) | 6.95 | 7.01 | 7.07 | 7.12 | 7.18 |
| Gross National Savings (%)1 | 33.3 | 34.1 | 29.9 | 29.9 | 29.2 |
| Insurance Penetration (%) ¹ | 10.7 | 9.7 | 9.6 | 9.8 | 10.0 |

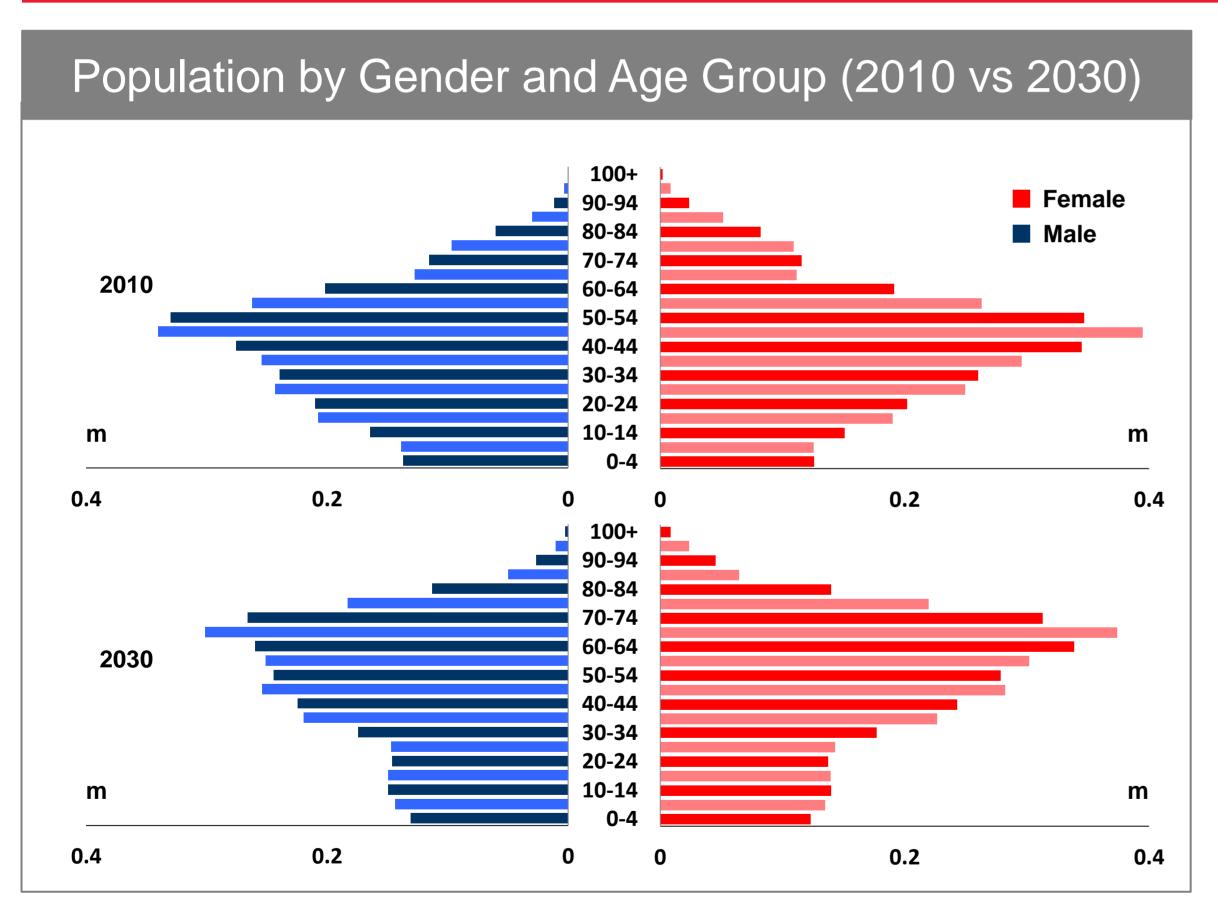
- Leading international financial and business centre
- 3rd largest stock market in Asia and 7th largest in the world by market cap (1st in IPOs) in 2010
- Premier gateway to China, handling 15% of Mainland's foreign trade
- Key platform and facilitator in internationalisation of Renminbi (RMB)
- Proportion of mass affluent population continues to increase. US\$ millionaires up 33% in 2010 to 101,300
- Well established insurance market, growing strongly
 - US\$3,168 life premium per capita (2010)

Source: IMF for macro data, Swiss Re for insurance penetration

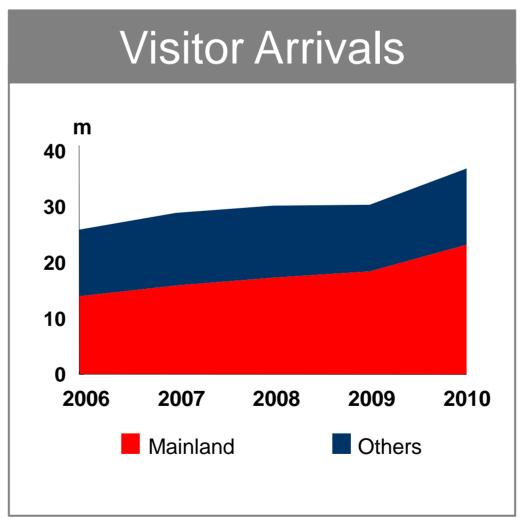
^{1.} As % of GDP

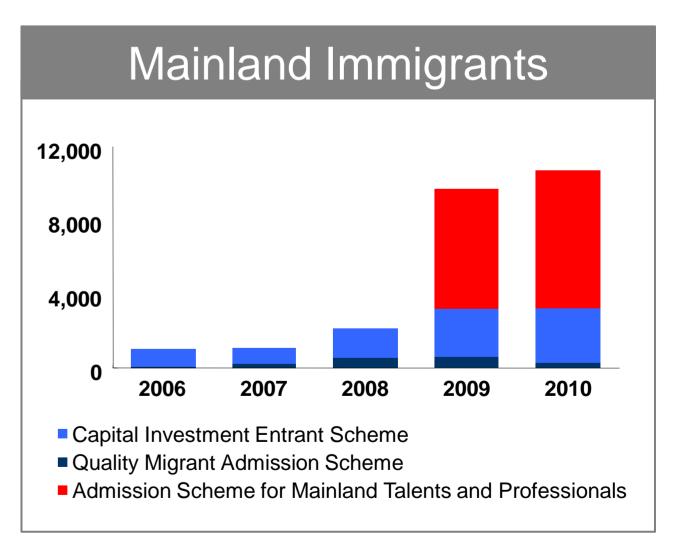
Demographic Environment

Longer-term opportunities given aging population and increasing integration with mainland



- Aging population drives increasing demand for medical and retirement products
- Mainland visitors and immigrants continue to grow reflecting increasing wealth and economic integration with the Pearl River Delta

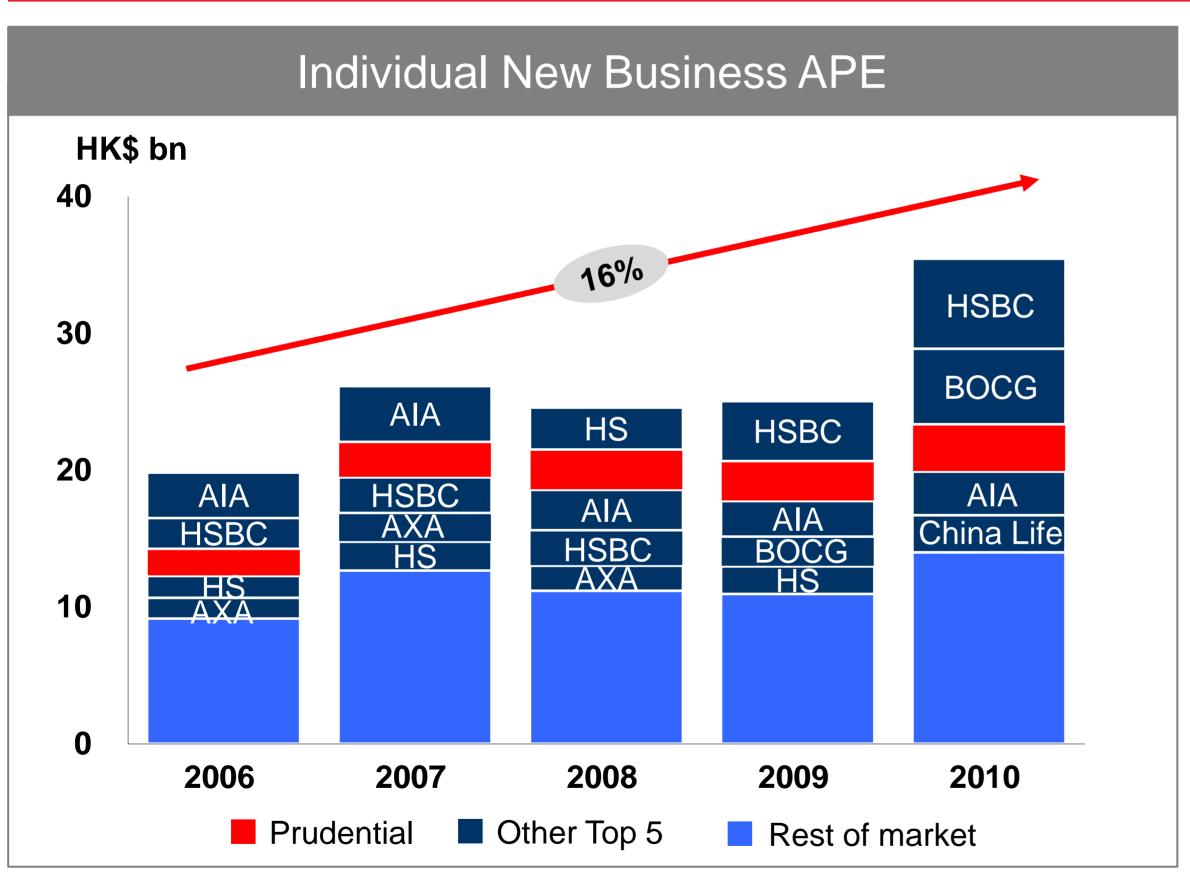




Source: Immigration Department, Hong Kong Tourism Board & Hong Kong Statistics, US Census Bureau

Life Insurance Industry Overview

Life industry continues to demonstrate strong growth. Prudential consistently a top 3 player in the market



- Concentrated market, traditionally dominated by international players but increasing prominence of Chinese-funded bank-owned insurance companies
- Multi-channel distribution: bancassurance 58%, agency 31%, others 11% (2010)
- 42% industry growth in 2010 driven by aggressive sales of short tenor products with guarantees, mainly by banks
- Agency growing steadily and remaining a material value driver, 16% growth in 2010
- Prudential has consistently maintained its top 3 position in the market

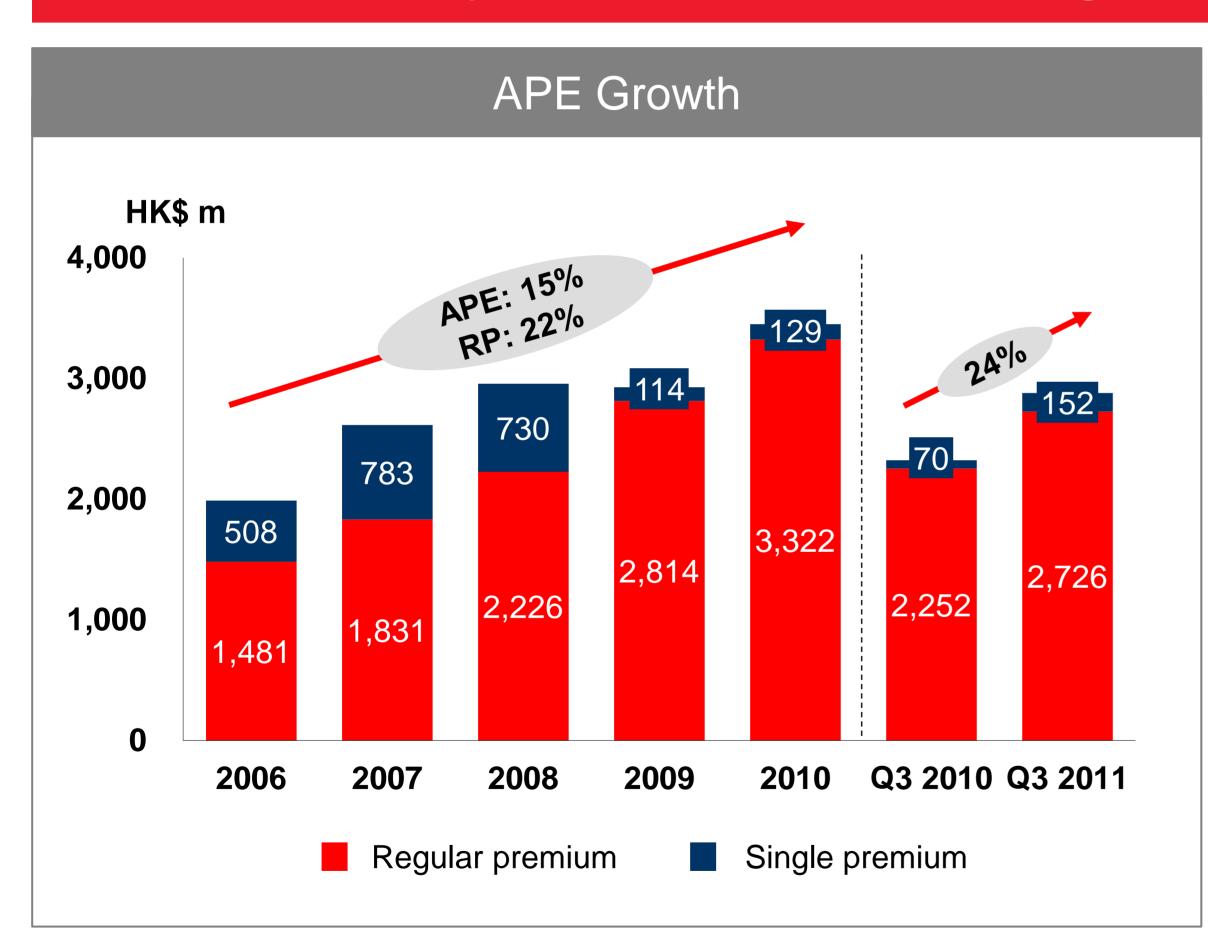
Source: Office of the Commissioner of Insurance; Distribution mix from Market Network Group

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Performance: Driving APE with Regular Premium Focus

Consistency of execution, delivering strong growth particularly in regular premium

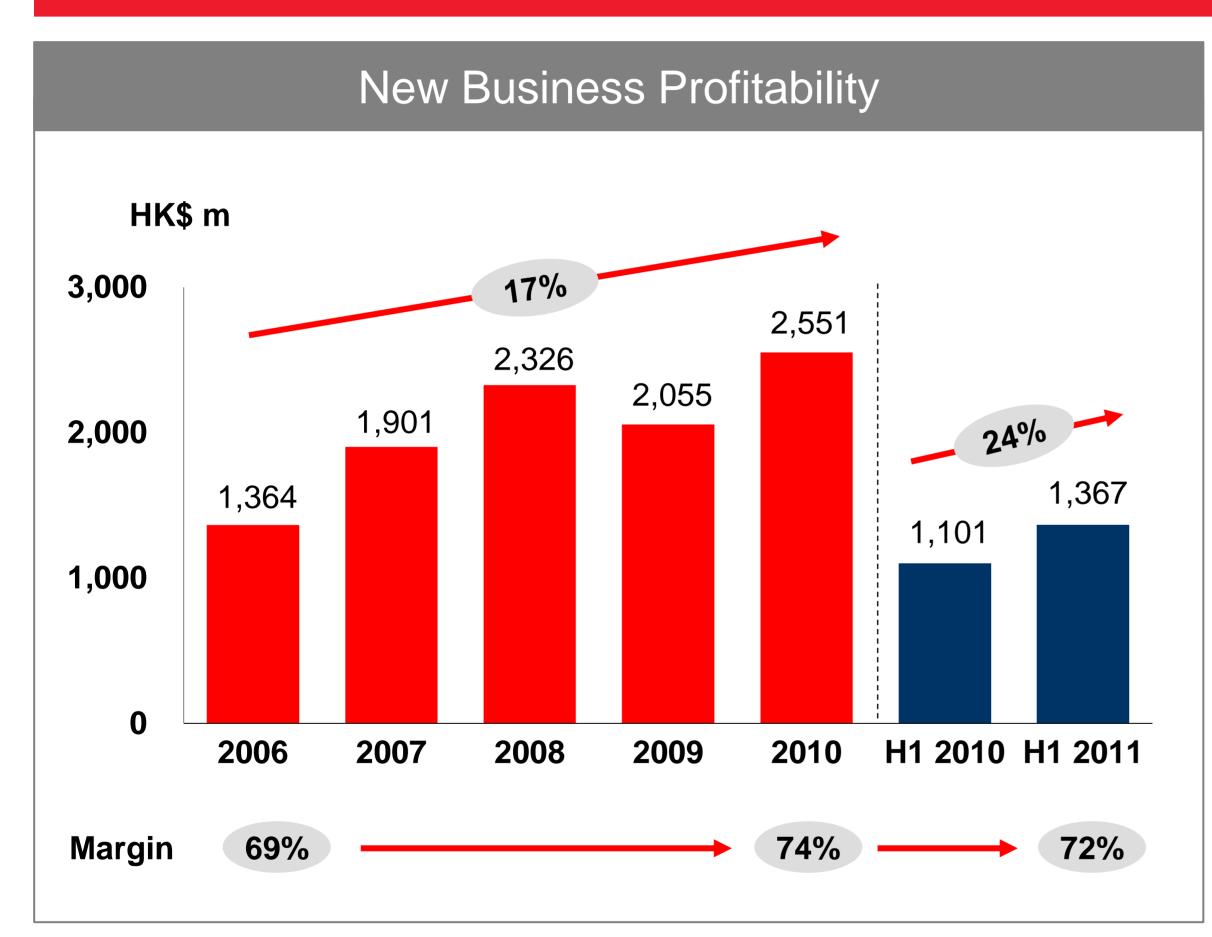


- Regular premium (RP) growth of 22% over last 5 years demonstrates focus on quality
 - First to market with innovative products, supporting sales force activity
 - Product suite regularly refreshed
 - Improved penetration of RP through bank channel
- Prudential's market share of RP APE increased from 8.4% to 10.0% (2006-10)
- Single premium used to up/cross-sell and attract new customers



Performance: Driving New Business Profits

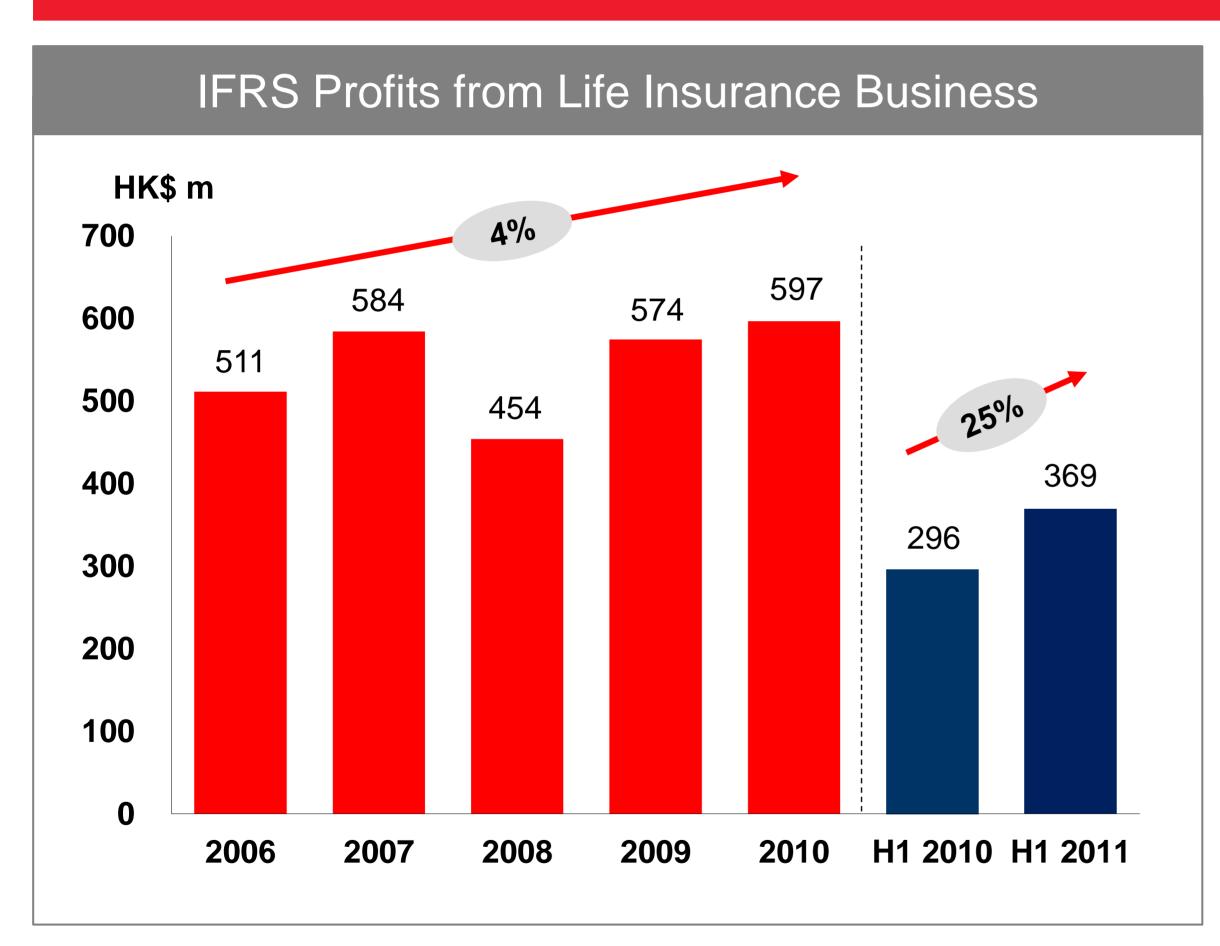




- 'Value over volume' approach reflected in NBP results
- H&P products have supported an increase in profitability
 - 18% of APE in 2010, up from 13% in 2006
 - Both channels successfully increased H&P penetration
- Momentum in NBP continues, 24% growth H1 2011 over H1 2010
- H1 2011 margin impacted by changes in economic assumptions offset by improvements in mix

Performance: Accelerating IFRS Profits

IFRS profits growing more rapidly as shareholder-backed book gains scale



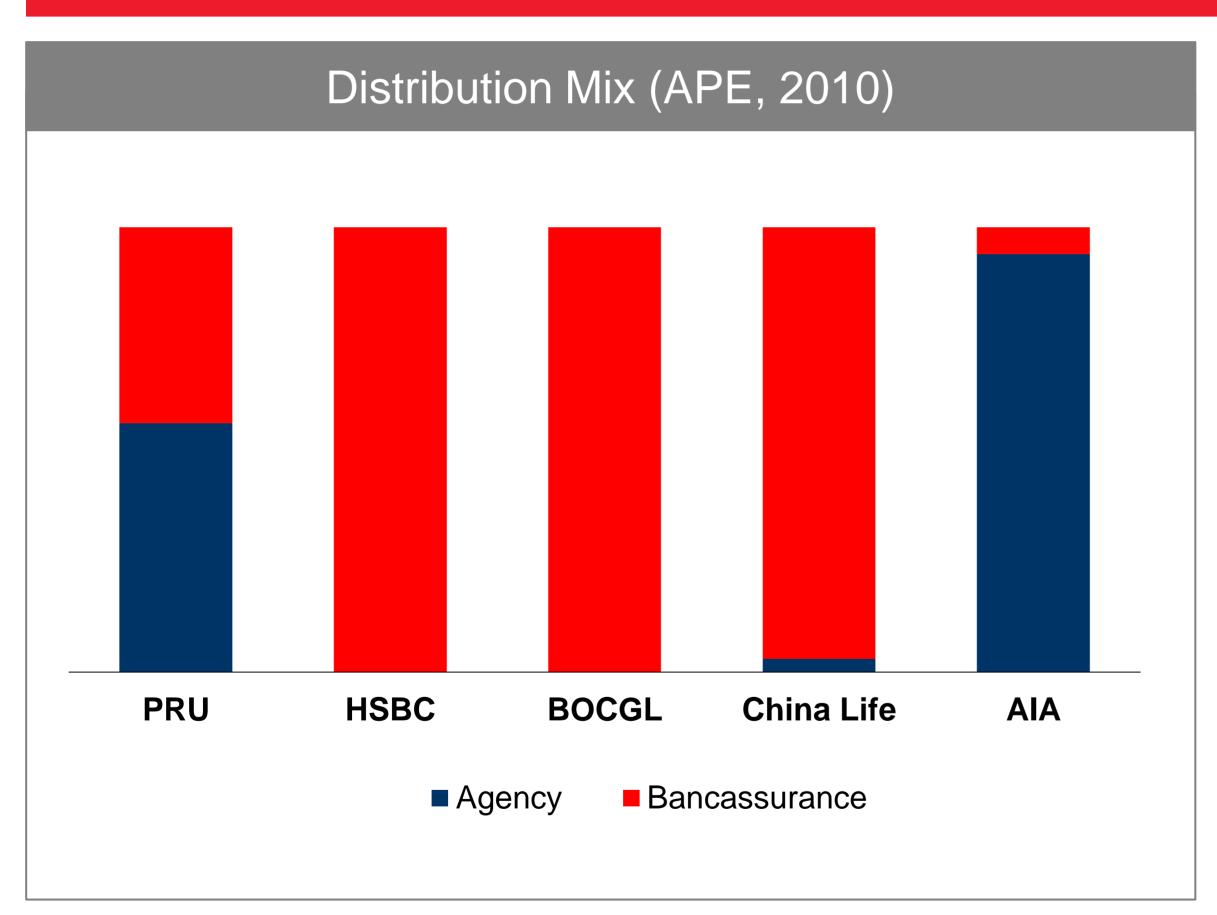
- Acceleration of IFRS profits as shareholder-backed VIF grows
 - 25% growth H1 2011 over H1 2010
- Active in-force management increasingly benefiting results
 - Very low policy attrition levels
 - Robust claims management
 - Efficiency gains from economies of scale

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Multi-distribution Platform a Key Differentiator

Unique multi-distribution platform driving sustainable growth

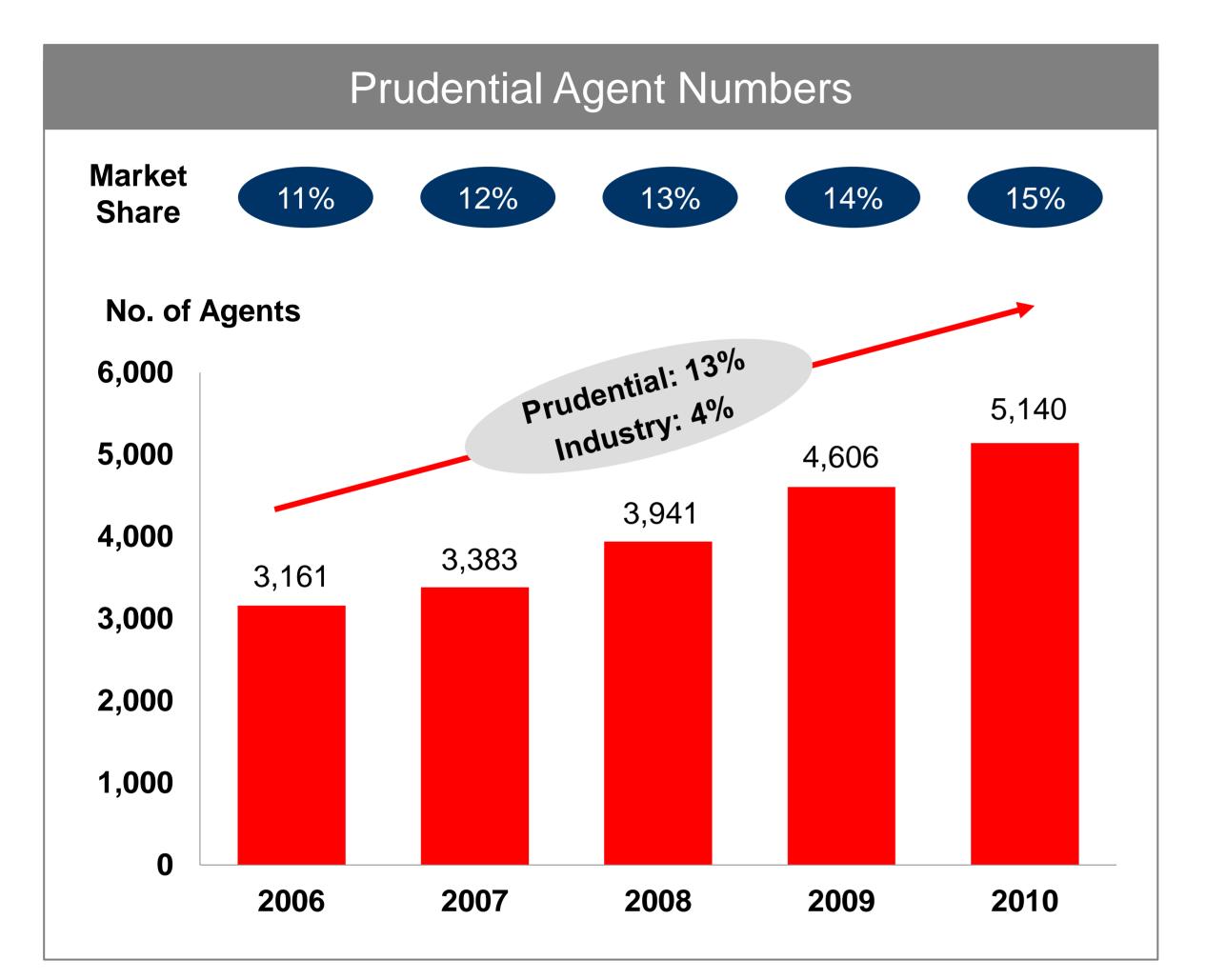


- Strong multi-channel distribution maximises our engagement with customers
- Prudential is the only key player in Hong Kong with a balanced APE contribution from bancassurance and agency
- Successful and highly productive agency force
 - Focus on building and developing high quality agents
- First mover to form strategic alliance with a major bank and pioneer of insurance specialist model
 - 33% APE growth YTD Q3 2011 over YTD Q3 2010

Source: Financial disclosures and PACHK market intelligence



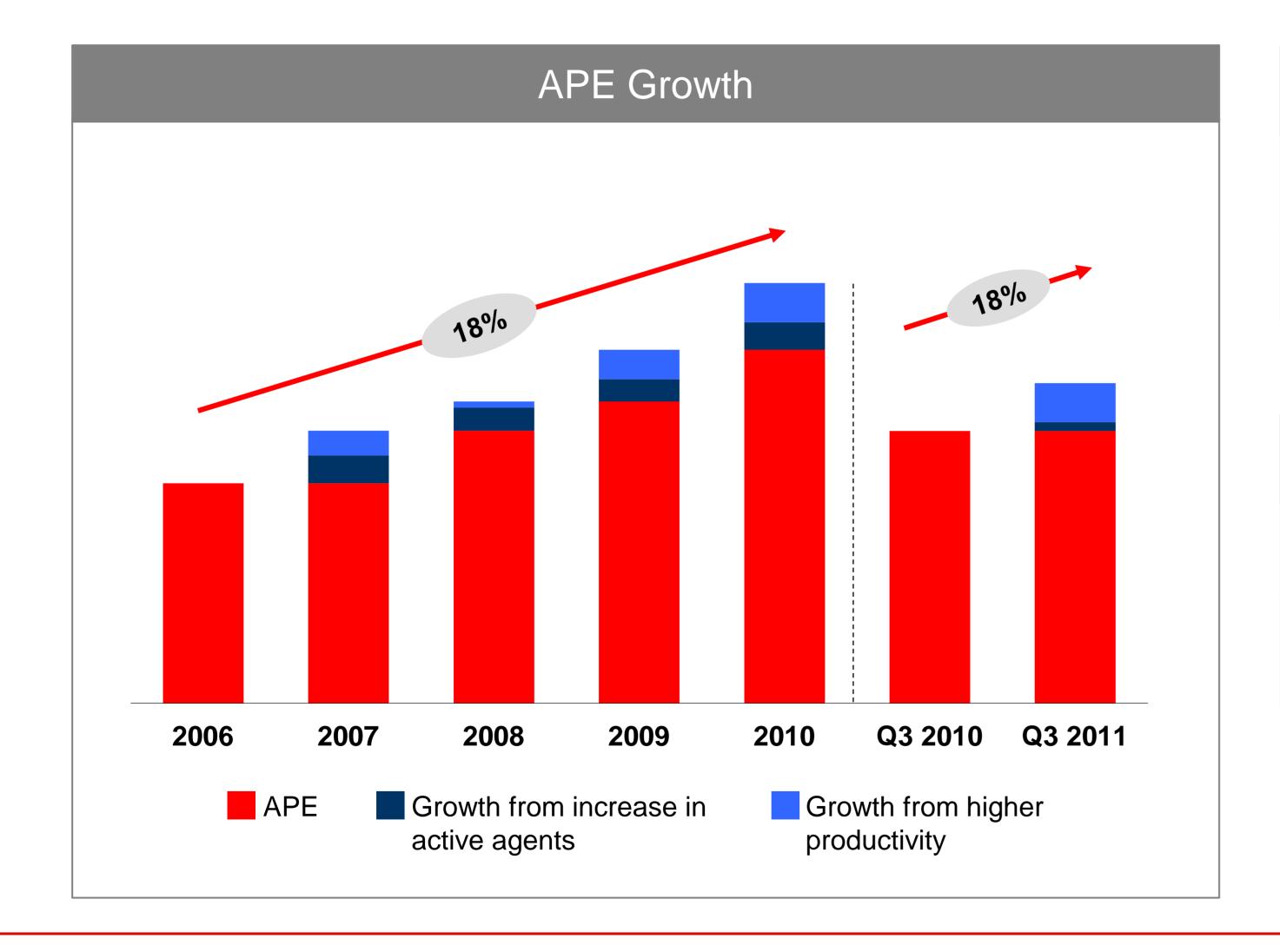
A Highly Professional, Growing Agency Force



- Professional agency force of c.5,100, the 2nd largest agency force
- Actively growing at 13% CAGR (2006-10), out-growing the market at 4% CAGR
- Number of recruits growing at 17% CAGR (2006-10)
- Successful organic recruitment underpinned by
 - Business Opportunity Programs (BOP)
 - University recruitment and internship programs
- Agency leaders with, on average, > 20 years experience
- More than 900 agents with > 10 years at Prudential

Source: HKFI

Driving Agency Activity, Productivity and Profitability

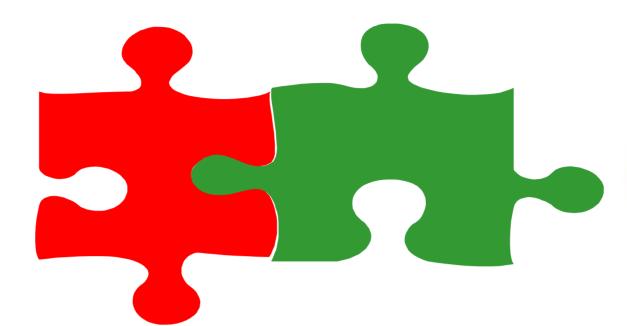


| Productivity (2006-10) | |
|------------------------|------|
| Average RP Case Size | +43% |
| No. of Active Agents | +30% |

| Quality (2006-10) | |
|--------------------------------------|-------|
| H&P APE | +188% |
| Consistently High Persistency Levels | >90% |

Bancassurance: Unparalleled Success







Depth of Relationship

- Integrated Steering Committee
- Joint goal setting and product development
- 141 Insurance Specialists in 73 bank branches
- Dedicated MI & technology, sales support, compliance and quality control functions

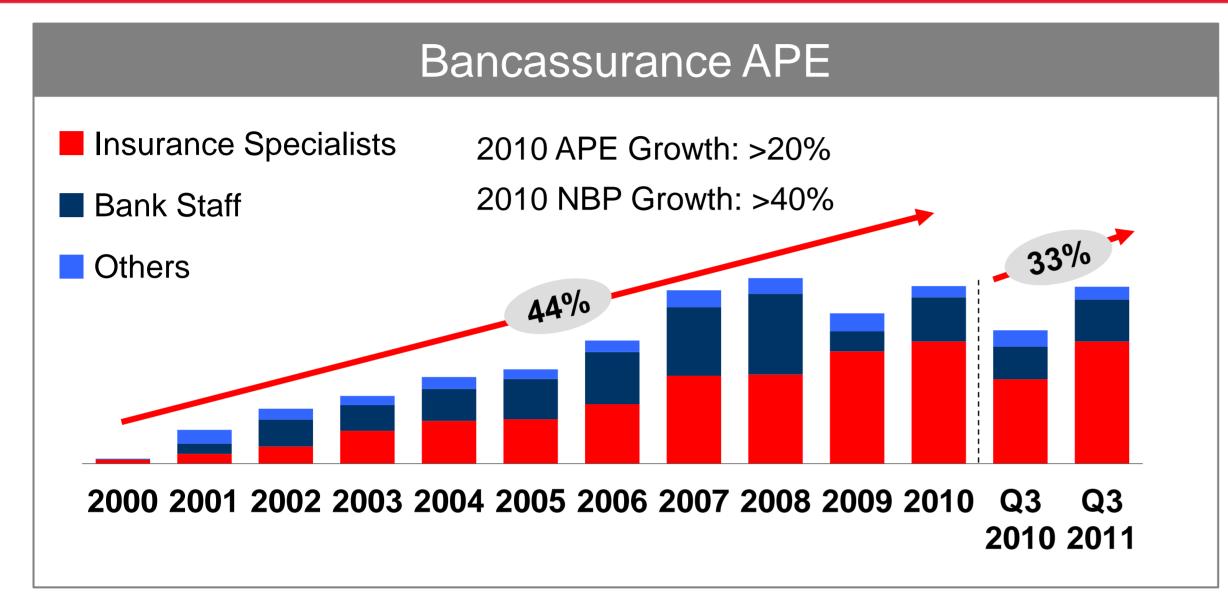
Unique Business Model

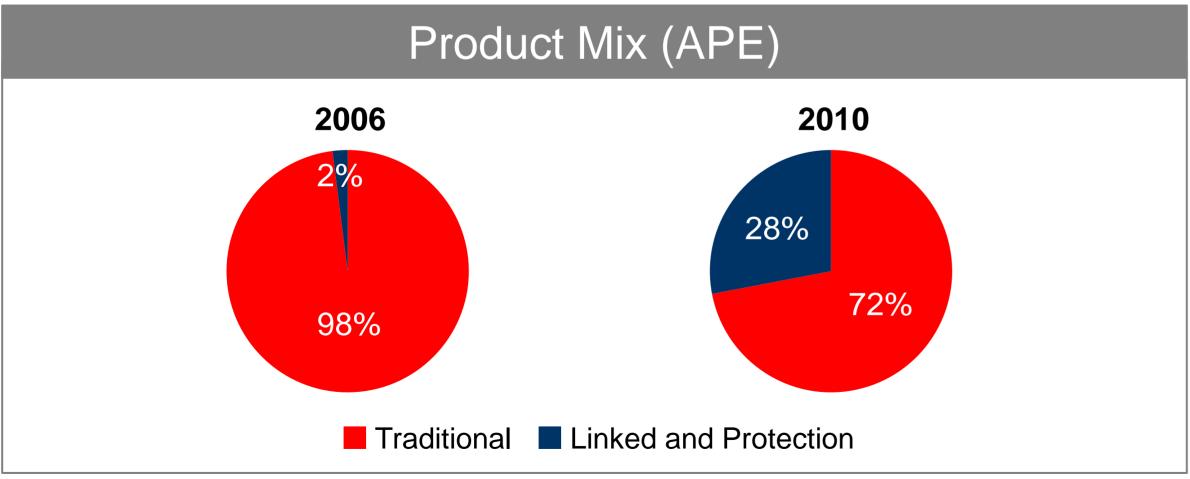
- Unique Insurance Specialist (IS) Model, In-branch sales
- Independent sales support and operations
- Comprehensive tailor-made marketing support
- Professional and structured training programs

Sustainable success – 60% of Prudential's bancassurance management began in sales positions



Driving Long Term Value with Bancassurance Partners





- IS performance resilient through financial crisis
- Driving value and customer penetration through migration to higher margin unit linked and protection products
- IS model covers both Prudential and bank staff
- Prudential has chosen not to participate in aggressively selling short tenor high guarantee products
- Strong momentum in delivering financial performance

High Quality, Professional Insurance Specialists

Excellent execution driving productivity



Recruitment

Selective recruitment from highly educated candidates

Training

- Comprehensive, structured 2-year training program
- Needs-based training
- Coaching by experienced senior sales staff
- Tailor-made training program for SCB staff

Professionalism

- Full range of cutting-edge sales programs: Blue Skies
- Sales tools with sophisticated technologies

Reward System

- Over 10 years of experience and adjustments
- District Sales Manager rewards for sales performance

Efficient Customer Segmentation



Segmented approach fully utilises sales channels and drives increasing penetration

Bank Customer Base

Channels

Right Solutions



Branch Visitors (Mass Affluent)

Non-Branch Visitors (Mortgage, Credit Card, Personal Loan)

SME





Relationship Managers

Insurance **Specialists**

Branch Staff

Insurance **Specialists**

Telemarketer

Business Insurance **Specialists**

Insurance **Specialists**

Insurance **Specialists** Wealth accumulation or Retirement planning

Full range of products for different life stage protection needs

Bundled products

Total business solutions with full range of insurance products

Product Innovation and Discipline to Drive Value

Through innovative & new products, and a balanced portfolio, Prudential has increased new customers by 17% since 2008

Innovation Index – Products launched in LTM

- 45% of APE
- NBS reduced

Linked plan: PRUfink smart wealth builder

Par plan: Evergreen Growth Saver

H&P: PRUcrisis cover multiple protector

H&P: PRUcrisis cover lifelong protector

Innovate and refresh broad product portfolio to capture opportunities for all seasons, focusing on regular premium

- PRUlink smart wealth builder
 - Flagship investment linked product
- Evergreen Growth Saver
 - Medium to long-term wealth accumulation product
- PRUcrisis cover lifelong protector
 - Addresses strong demand for whole life and extensive CI coverage, flagship CI product
- PRUcrisis cover multiple protector
 - 'First in market' multiple CI claim rider

Maximise Customer Lifetime Value



VIP Program



Anniversary Program

- Focus to increase share of wallet through cross/up-sell
- Customer analytics to maintain high persistency and increase campaign effectiveness
- Data modeling and analytics to target high value segments, e.g.
 - Propensity modeling to increase sales conversion rates (movers campaign – change of address)
 - Increased average case size and customer base growth from VIP programs
 - Higher APE growth from anniversary program

2011 Customer Results

- Repeat sales: 55% of APE
- Customer Retention: 97% of customers

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Summary

- Material growth opportunities in Hong Kong's life insurance sector
- Prudential is a consistent market leader delivering profitable growth
- Unmatched multi-distribution productive and professional agency force combined with unique bancassurance model
- Focus on RP and H&P drives value for shareholders
- Innovative and balanced product portfolio delivering new and repeat customers
- Well positioned to continue to deliver sustainable growth

