Wrap Up

Barry Stowe

Chief Executive

Prudential Corporation Asia

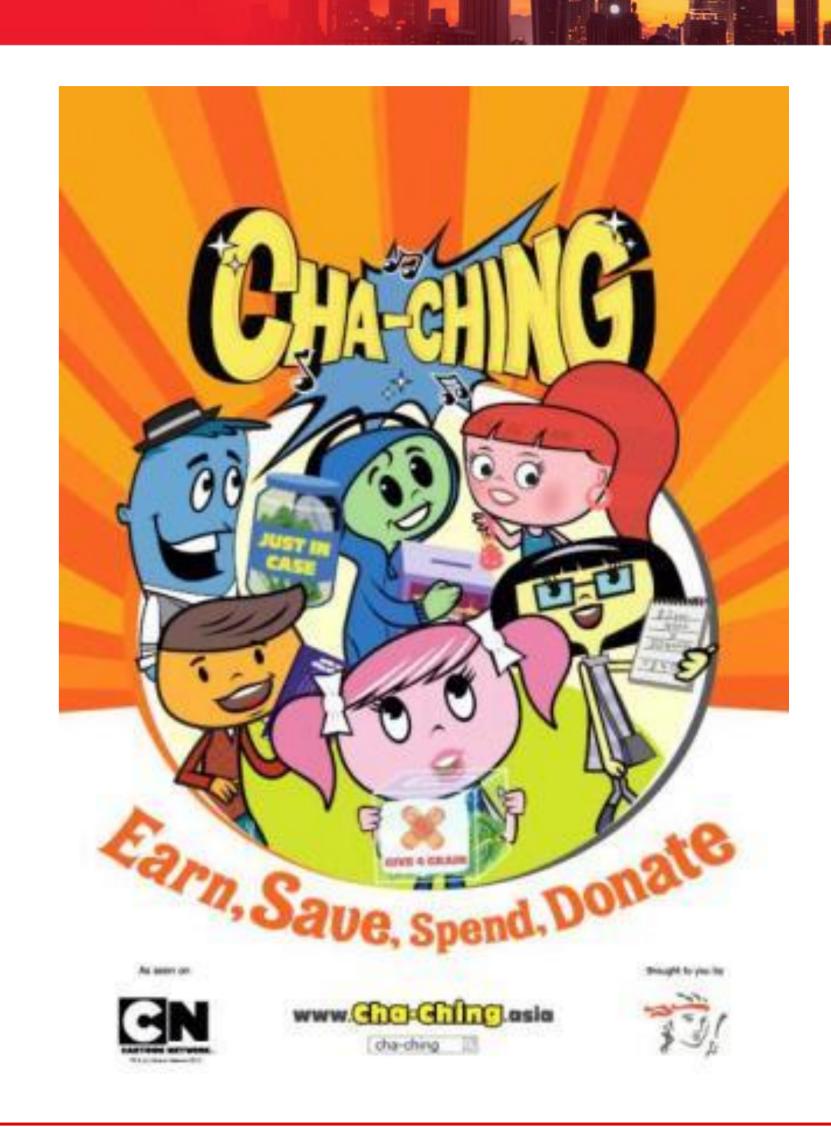
16 November 2011





Cha-Ching – Money Smart Kids

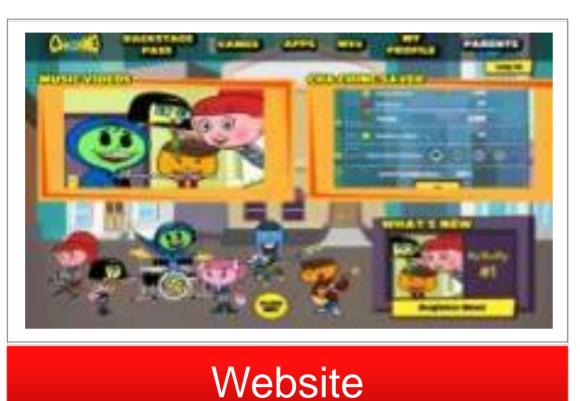
- First in Asia: Developed by Prudential to address financial literacy in children
- Aligned with Regulator priorities
- Takes the dialogue to children (7-12), engages entire family
- Developed with world leading experts (Dr. Alice Wilder PhD and Turner Broadcasting)
- Drives distribution activity
- Hong Kong, Singapore, Malaysia, Vietnam, Indonesia, Thailand, and the Philippines









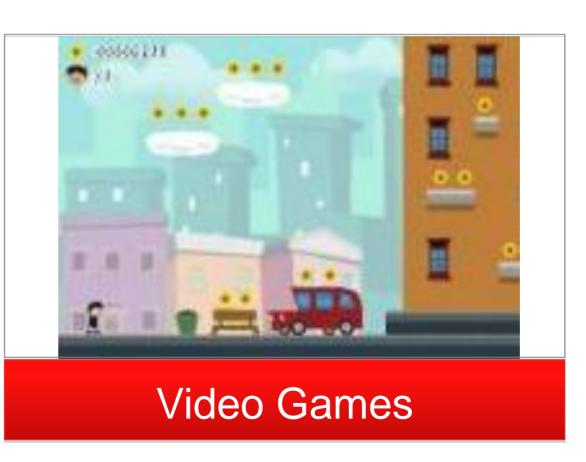














At Home ↔ With Parents ↔ In Schools ↔ On the Go

Website: Strong Initial Response



5.3 Million page views9 minutes per visitOver 8,300 site registrations

