



Prudential plc

Insight Prudential: Opportunities in Indonesia

4 April 2022



Forward Looking Statements

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Nic Nicandrou

CEO of Asia & Africa

Michellina Laksmi
Triwardhany

CEO of Prudential Life Assurance Indonesia

Omar Sjawaldy Anwar

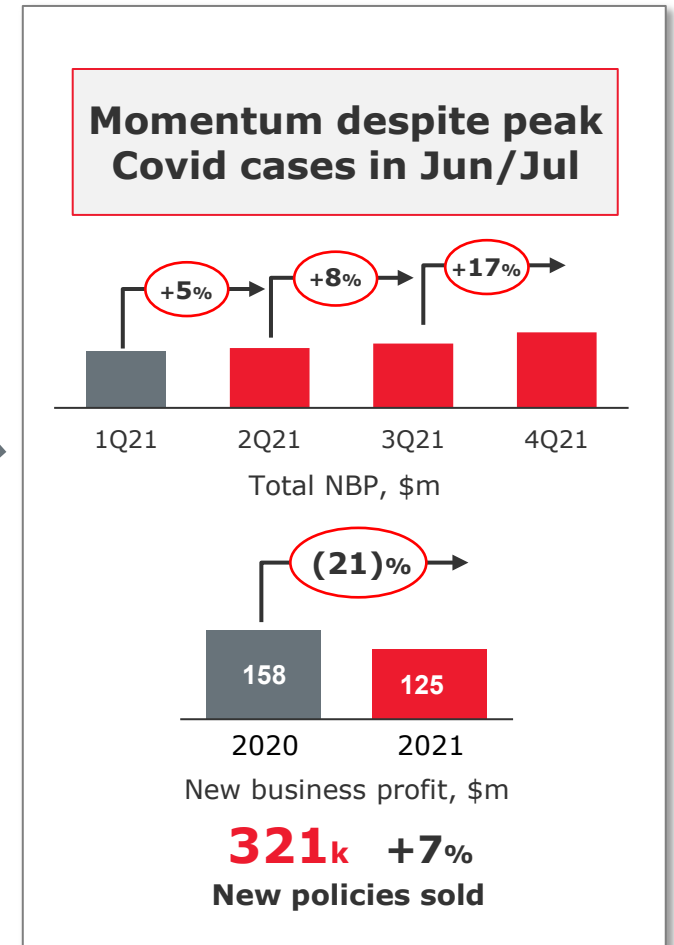
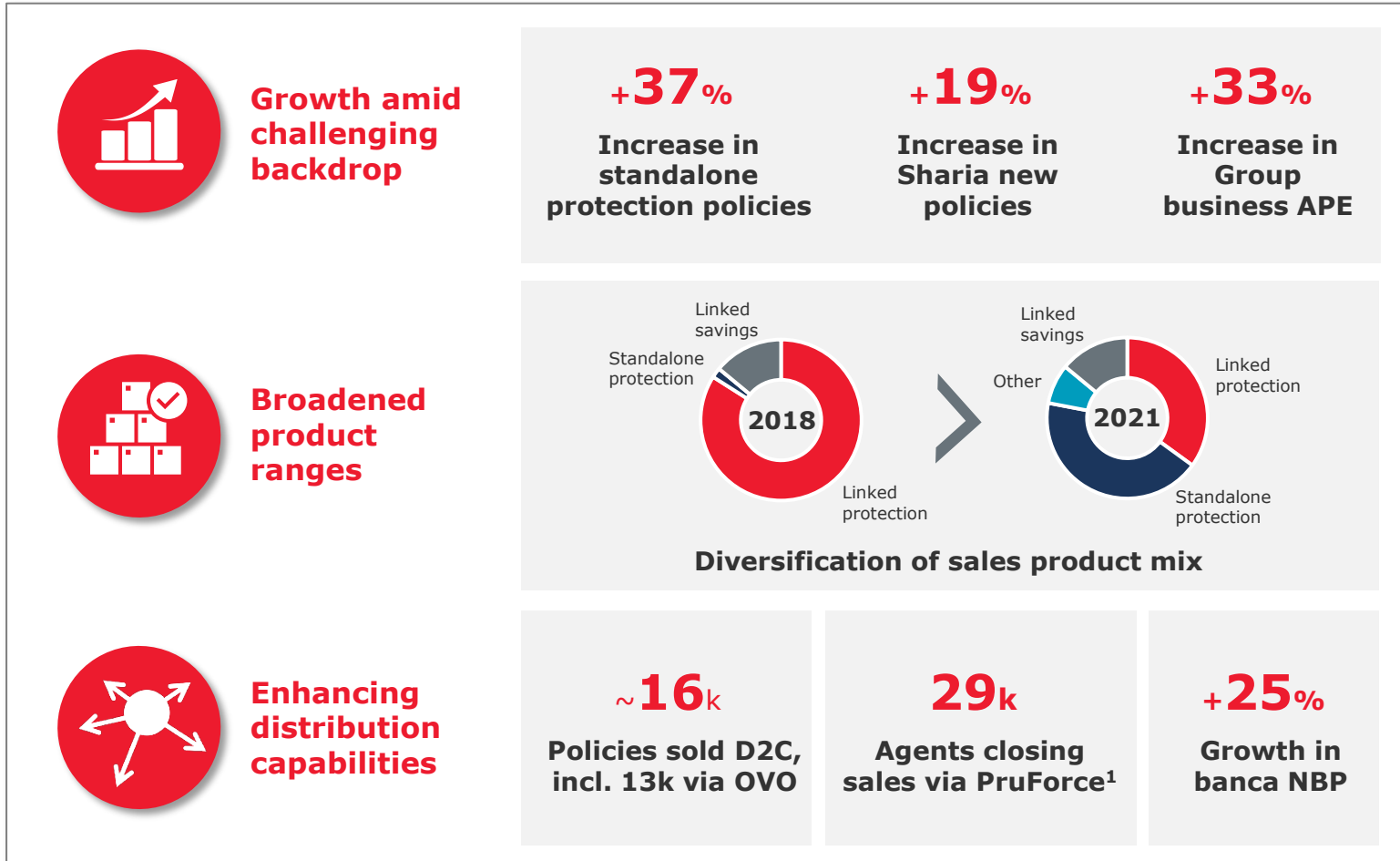
President Director Prudential Sharia Life Assurance



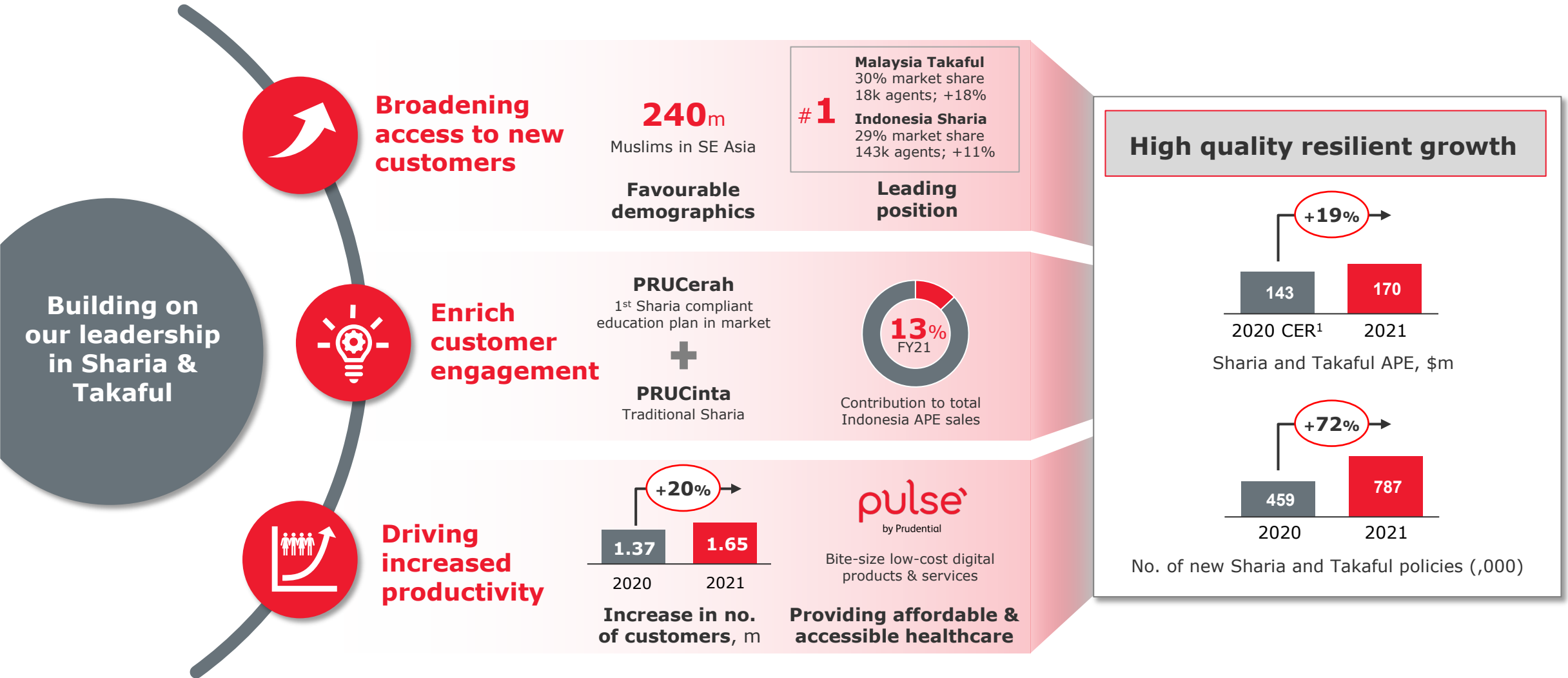


Interview 20 minutes

Q&A session 30 minutes



Note: Data as of FY21 and growth rates on a constant exchange rate basis unless otherwise stated.
 1. Involving PruForce (activity management system) hosted on Pulse.



1. Growth rates on a constant exchange rate (CER) basis.



Opportunity set in the market

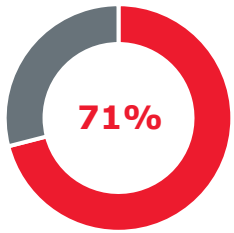
Insurance penetration ¹	1.4%
Population ²	274m
GDP growth ³ (%)	5.7%
Health & protection gap ⁴	\$1,230
GDP per capita ⁵	\$4,225

Platform to capture opportunities

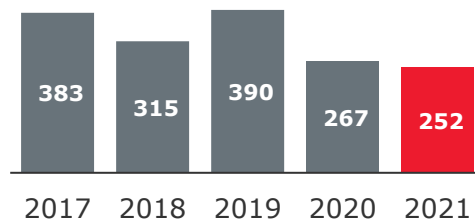
Market ranking ⁶	2nd	Agency ⁷		198.1k
Market share ⁶	10%	Banca		Standard Chartered  UOB  大华银行
No. of customers ⁷	1.5m	Digital		

Financials⁸

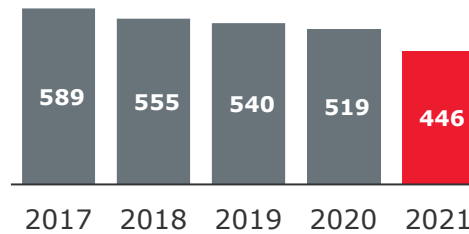
H&P APE mix⁷, %



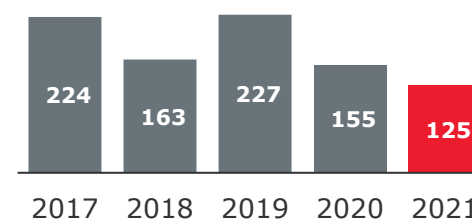
APE, \$m



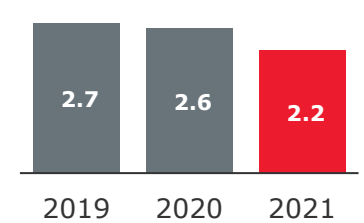
IFRS operating profit, \$m



NBP, \$m



Embedded value, \$bn



1. Source: Swiss Re Institute; Sigma No 3/2021: World insurance – life insurance penetration (premiums as a percentage of GDP in 2020).

2. United Nations, Department of Economic and Social Affairs, Population Division, World Population Prospects 2019 Revision (2020 estimates).

3. Real GDP growth rate between 2021 and 2026. Source: IMF (October 2021).

4. Source: Swiss Re Institute: The health protection gap in Asia, October 2018. Average gap per household is calculated as 'total health protection gap divided by estimated number of households hospitalised under the mentioned gap range'.

5. Source: IMF (October 2021).

6. Ranking and market share based on weighted new business premium. On a total weighted premium basis, ranked 1st with a market share of 20%.

7. As at 31 December 2021.

8. On an actual exchange rate basis.