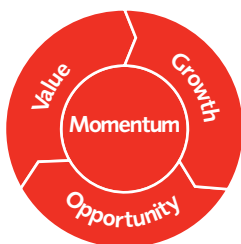


Prudential plc is an international retail financial services group that aims to help people secure and enhance their own and their dependants' financial well-being by providing savings, protection and other products and services suited to their needs.

We have strong franchises in three of the largest and most attractive markets in the world, where rising wealth and changing demographics are fuelling demand for life insurance and other long-term savings and protection products.

Our strategy is to build successful and increasingly profitable businesses in each of these markets, and thereby maximise returns to our shareholders over time.



#### **Value**

We continue to maintain a relentless focus on profitability and value, concentrating resources where we can generate the best returns for shareholders. [See page 10](#)

#### **Growth**

Our strong positions in the markets in which we operate mean we are well placed to capture an increasing share of profitable growth in each. [See page 12](#)

#### **Opportunity**

As we look ahead, we see enormous opportunities in all three of our regions, and we feel confident we have the skills and resources to take advantage of them. [See page 14](#)

#### **Momentum**

The momentum we have built can be seen in the growth of our insurance and asset management businesses around the world. [See page 16](#)