



We help people get the most out of life

Why we exist

Our markets in Asia and Africa typically have substantial savings and protection gaps, fuelling demand for our products.

The difference we make

Customers are at the heart of everything we do. We help our customers by making healthcare affordable and accessible and by promoting financial inclusion. We protect our customers' wealth, help them grow their assets, and empower them to save for their goals.

Adding long-term value

We are confident that our clear and focused strategy, coupled with our proven execution ability, leaves us well placed to continue to deliver value for our shareholders and all our stakeholders over the long-term.

Full year 2022 financial highlights

New business profit

\$2.2bn

-11%

APE sales

\$4.4bn

+9%

Operating free surplus generated

\$2.2bn

+9%

IFRS operating profit¹

\$3.4bn

+8%

Listed on four stock exchanges:

London (PRU)

Hong Kong (2378)

Singapore (K6S)

New York (PUK)

Our operations

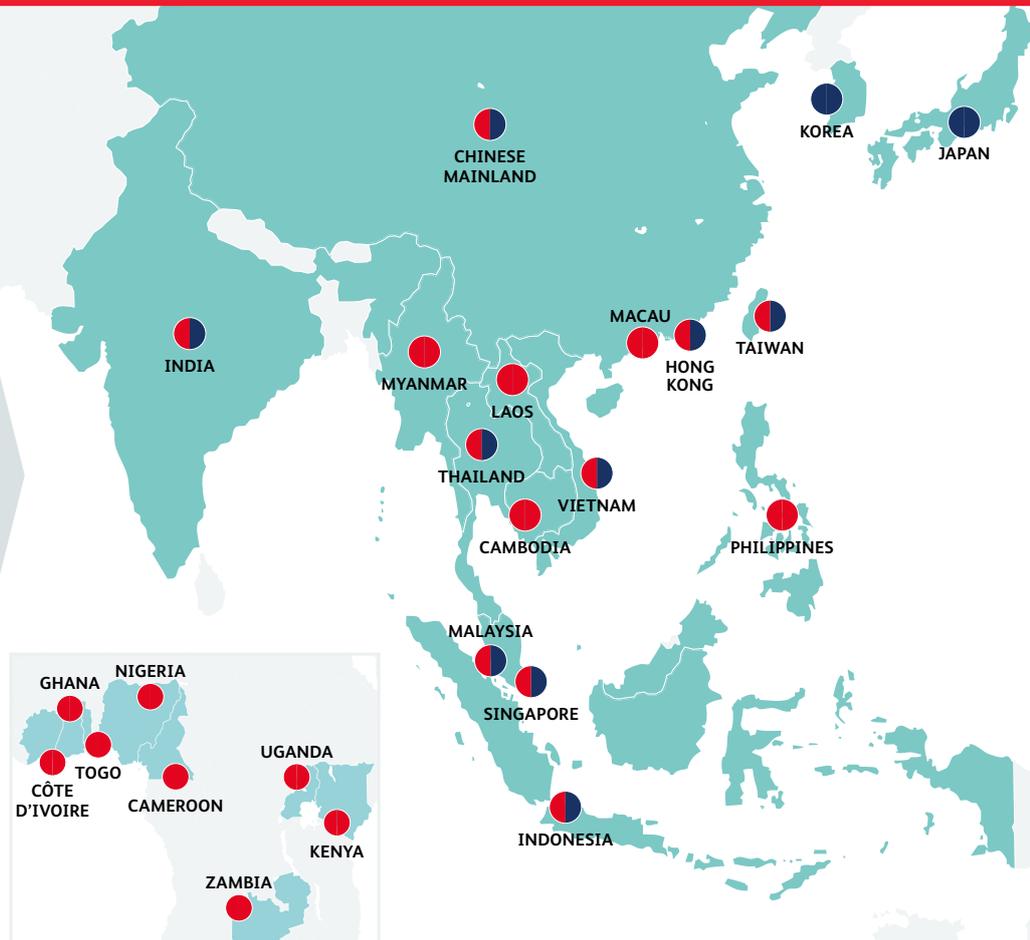
In Asia, we provide savings and protection products in many markets challenged by low insurance penetration and a pension funding gap². In Africa, we are building businesses in some of the world's most under-penetrated markets.

Our largest businesses are based in the Chinese Mainland, Singapore, Hong Kong, Malaysia and Indonesia.

Our multi-channel and integrated distribution strategy enables us to adapt flexibly to changing local market conditions in order to deliver products and services to targeted consumer segments and support our growth ambitions. Our distribution network encompasses agency and bancassurance partnerships with a digital platform.

-  Our markets
-  Life insurance
-  Asset management

Macau licence granted in January 2023.



Diversified footprint and leading presence in Asia and Africa

Access to
4.0_{bn}
population

Presence in
24
markets across Asia and Africa

Top 3
position in 12 Asian life
insurance markets

#1
in the Syariah market in
Malaysia and Indonesia

Providing an accessible multi-channel platform for customers to choose their preferred ways of interaction

>100,000
active agents

>7,000
agents qualifying for
Million Dollar Round Table status

>190
bancassurance partners,
giving access to

>27,000
bank branches

A customer-centric organisation, driven by customer needs

Customers are at the heart of everything we do.

We seek to expand the coverage of our health and financial security products in an inclusive manner, delivering solutions that recognise the evolution and needs of non-nuclear families, women, religious minorities, small and medium-sized enterprises and lower-income groups.

We have well established core expertise in utilising data and insights to improve customer interactions and make operational improvements to provide a differentiated and personalised experience to our customers.

We have adopted a systematic approach to understanding customer feedback and then applying the insights gained to continually improve our offerings with the aim of delivering best-in-class customer experiences through each touchpoint and interaction.



18.3m
life customers

\$9.3bn
claims paid³

89%
customer retention

>50%
of policies issued are health and protection plans

79%
of new policies are auto-underwritten

46%
of APE generated by repeat customers

Eastspring

Eastspring is the pan-Asia asset management arm of Prudential, with a presence in 11 Asian markets and distribution offices in North America and Europe. Eastspring is a top-10 asset manager in six of these markets, managing or advising on \$221.4 billion in assets. Eastspring is well placed to address the saving and investment needs of customers across the region through a team of 300 investment professionals with local market expertise.

Eastspring also benefits from reliable and stable fund inflows from the Group's insurance businesses which, together with its broad regional footprint, it can leverage to meet the long-term opportunity to grow penetration from the market's current low base.

Eastspring is also playing an important role as an active asset manager and is engaging with investee companies and governments in supporting our commitment to carbon reduction in our insurance company asset portfolio, allowing us to deliver profitable growth alongside a positive social impact.



\$221bn
funds under management

Top 10
position in six Asian asset management markets

#1
Best Emerging Markets Equity Manager in the Citywire Asia Asset Management Awards

A purpose-driven ESG strategy, integrated into our business

The key features of our ESG framework are its three strategic pillars, which have clear alignment with our business strategy. Within each of these, specific focus areas have been identified where there is an opportunity for Prudential to make a meaningful impact.

Our 2022 ESG highlights

Demonstrating our continuing commitment to making a difference in the markets in which we operate across our strategic priorities.

Making health and financial security accessible

Prudential launched a **dedicated Syariah life insurance entity in Indonesia**

Made for Every Family inclusive family cover provided in our markets



89% customer retention

Supporting climate transition and responsible investment across our markets

On track to meet

25%

WACI reduction by 2025



Just and Inclusive Transition paper published

Included as a partner in the **Just Energy Transition Partnership** for Vietnam

Investee engagement programme across **climate, palm oil and human rights**

Leading Emerging Markets Transition Investment project within NZAOA

First Climate Transition Plan published

Engaging and empowering our people and communities

35%

women in senior leadership

\$12.2m

community investment cash contribution



18,000

employee volunteering hours in local communities

350

Mental Health First Aiders

US\$6.5m

Covid-19 relief fund since 2020

Notes

- 1 Full year 2022 life and asset management segmental profit \$4,106m, +6% YoY (CER).
- 2 Bridging Asia's pension gap, Eastspring Investments July 2019.
- 3 Claims paid gross of reinsurance.

For more information please see our full ESG report at www.prudentialplc.com/en/esg
For more information on Prudential plc, please visit www.prudentialplc.com or   

All figures correct as of 31 December 2022. For full information on our performance, see www.prudentialplc.com