



PRUDENTIAL

Prudential plc
Fact sheet 2024



Our purpose

We are Prudential.

**For every life, we are Partners.
For every future, we are Protectors.**

Our mission is to be the most trusted partner and protector for this generation and generations to come, by providing simple and accessible financial and health solutions.

Financial highlights

New business profit

\$3.1 billion

up 11 per cent⁽¹⁾

Dividend per share

+13%

to 23.13 cents⁽²⁾

Adjusted operating profit
after tax per share increased by

+8%⁽³⁾

and underlying Contractual
Service Margin increased 9%

Total shareholder returns

\$1.4 billion⁽⁴⁾

for 2024 including dividends and share buyback

2025 expected outlook

>10%⁽⁵⁾

in new business profit, gross OFSG, Operating EPS and dividend per share

Share buyback programme

\$2.0 billion

accelerated to complete by end of 2025

Gross operating free surplus generated

\$2.6 billion

from in-force insurance and asset management business.

Strong capital position

204%

Profoma free surplus ratio⁽⁶⁾

Group EEV equity of

\$44.2 billion

equivalent to 1,664 cents per share⁽⁷⁾

Note: Growth rates are on a constant exchange rate basis, unless otherwise stated.

⁽¹⁾ EEV basis and exclude the effects of interest rate and other economic movements:

⁽²⁾ Actual exchange rate basis.

⁽³⁾ On a consistent basis with 2023 before the adjustment in respect of the non-controlling interest in our Malaysia conventional life business.

⁽⁴⁾ Circa. \$600 million of dividends for 2024 and near \$800 million in share buybacks.

⁽⁵⁾ On a TEV basis for new business profit, 2025 basic earnings per share based on adjusted operating profit after tax, and dividend per share on an actual exchange rate basis.

⁽⁶⁾ Pro-forma 31 December 2024 free surplus ratio after allowing \$1.2bn share buybacks to be completed in 2025, payment 2024 second interim dividend, and for the BSI transaction.

⁽⁷⁾ Including goodwill.

A trusted partner for millions

Our life and health insurance and asset management solutions serve over 18 million customers across 24 markets in Asia and Africa. We are headquartered in Hong Kong and have dual primary listings on the Stock Exchange of Hong Kong (2378) and the London Stock Exchange (PRU).

- Our markets
- Life insurance – offering a range of products including health and protection
- Asset management



A compelling investment proposition

Clear strategy to accelerate value creation through operational and financial discipline



Customers

Top-quartile

net promoter score* by 2027



Employees

Top-quartile

engagement score* by 2027



Shareholders

15 to 20% CAGR

for new business profit from 2022–2027⁵, to deliver at least \$4.4 billion operating free surplus generation in 2027^{5*}



Communities

Net zero by 2050,

55% reduction in weighted average carbon intensity* by 2030

Broad footprint across Asia and Africa

4 billion

combined population²

c \$1 trillion

growth opportunity in our markets over the next 10 years³

Strong and highly resilient capital position

Strong and highly resilient capital position, reflecting a long-held quality focus.

280%

GWS shareholder coverage ratio over GPCR

Leading positions in high-growth life and savings markets driven by significant need for protection and rising wealth.



Top 3

positions in ten Asian life markets¹

Multi-channel distribution at scale

c 65,000

monthly average active agents*

#1

independent insurer in Asia bancassurance⁴

Eastspring

Our large and leading pan-Asian asset manager has

\$258bn FUM

>400

investment professionals in 11 markets



Top 3

positions in three African life markets¹

* The definitions of the key metrics we use to discuss our performance in this report are set out in the 'Definitions of performance metrics' in the Glossary in the Annual Report.

(1) As reported at full year 2024 unless otherwise specified. Sources include formal (eg competitors results release, local regulators and insurance association) and informal (industry exchange) market share. Ranking based on new business (APE sales, weighted new business premium, retail weighted received premium, full year premium or weighted first year premium) or gross written premium depending on availability of data. Hong Kong ranking based on APE sales premium. Rankings in the case of Mainland China, Taiwan and Myanmar are among foreign insurers, while for India they are among private companies. Markets based on eleven months ended November 2024: Thailand, nine months ended September 2024; Mainland China, Hong Kong, Malaysia, Uganda (Africa), three months ended March 2024; PPMZ (Africa), and full year 2023: Laos, Zambia (Africa), Ghana (Africa), Nigeria (Africa) and Kenya (Africa).

(2) Source: United Nations, Department of Economic and Social Affairs, Population Division, World Population Prospects 2022.

(3) Source: Swiss Re forecast (July 2023) Forecast incremental annual gross written premium in 2033 compared with 2022.

(4) Based on FY2022 data from local regulators, industry associations and Prudential's internal data. Estimates are based on market intelligence if data is not publicly available.

(5) These objectives assume exchange rates at December 2022 and are based on regulatory and solvency regimes applicable across the Group at the time the objectives were set. The objectives assume that the same TEV and free surplus methodology will be applicable over the period and no material change to the economic assumptions.

Organisational model replicating successes at pace and scale

Multi-market growth engines

Greater China

ASEAN

India

Africa

Strategic pillars



Enhancing customer experiences



Technology-powered distribution



Transforming health business model

Group-wide enablers



Open-architecture technology platform and efficient operations



Engaged people & high-performance culture



Wealth and investment capabilities

Value creation for all stakeholders



Customers



Employees



Shareholders



Communities

Managing our risks

Thoughtful risk management through advocating the interests of our people, customers, regulators and shareholders

Underpinned by the three pillars of our sustainability strategy

Simple and accessible health and financial protection • Responsible investment • Sustainable business