

Prudential plc 2021 June Investor Day
China and Hong Kong
Seizing Growth Opportunity Through Exceptional Customer Experience



Lilian Ng
Chief Executive, Insurance
Prudential Corporation Asia

Lilian Ng is Chief Executive, Insurance, of Prudential Corporation Asia (PCA) and a member of the PCA Regional Executive Committee.

Lilian is leading the region-wide customer, channel and marketing strategy development and deployment of business solutions across the network of insurance businesses, driving business performance and competitive advantage in the digital world to deliver the customer ambitions and growth agenda. She steers the strategic development of Pulse as the key customer acquisition, product solutions engine and fulfilment tool across all our markets. She is also accountable for the governance of PCA, including Legal and Government Relations.

She has been part of the Prudential family for over 20 years with extensive experience in the insurance sector. She has held a range of leadership roles in Prudential in both local businesses and at regional level, including PCA Chief Operating Officer, Insurance for 6 years. Lillian is a Fellow of the Institute of Actuaries of Australia.



Derek Yung
Chief Executive Officer
Prudential Hong Kong Limited

Derek joined Prudential in October 2009 as Chief Executive Officer. He oversees Prudential's insurance operations in Hong Kong, leading the executive management team to oversee a broad range of life, investment-linked, medical and general insurance products, as well as employee benefits offerings. Prudential Hong Kong currently has the largest professional agency distribution channel locally; and a bancassurance partnership with Standard Chartered Bank since 1998. Derek brings to Prudential more than 30 years of insurance experience and has held senior positions in general management, distribution management, marketing as well as training with significant accomplishments in the local insurance industry.



Sam Lim
Chief Operations and Transformation Officer
Prudential Hong Kong Limited

Sam Lim is responsible for transforming Prudential's business for the future through innovation and digitalisation. He leads Prudential Hong Kong's Operations and Transformation teams including Information Technology, IT Strategy, Strategic Programme Management, Digital Projects, and Change Management teams, as well as, Customer Service, Underwriting, Policy Administration, Claims Management, and Health Assessment Centres.

Sam has devoted over 10 years to corporate development and strategy. He joined Prudential in 2005, working in Strategy and M&A for Prudential Corporation Asia before heading Strategy and Projects at Prudential Hong Kong.