

Prudential plc 2021 June Investor Day
FutureReady – Customer at the Heart of What We Do



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.



David Lim
Chief Officer, Agency Growth
Prudential Corporation Asia

David Lim is the Chief Officer, Agency Growth at Prudential Corporation Asia and is responsible for transforming the life cycle management of Prudential FutureReady Agency. He is also responsible for leading and working with the businesses to deploy and execute levers to drive sustainable effectiveness for sustainable growth. He joined us in 1998 as an agent and has worked through the ranks of agency management across many geographies including Singapore and China



Anthony Shaw
Chief Partnership Distribution Officer
Prudential Corporation Asia

Anthony Shaw is Chief Partnership Distribution Officer of Prudential Corporation Asia (PCA) since September 2020. He is responsible for leading the bancassurance strategies and delivery for Prudential's life insurance businesses, with an emphasis on the Standard Chartered Bank and UOB relationships.

Prior to his current role at PCA, Anthony was Chief Customer and Marketing Officer where he was focused on driving the delivery of innovative life insurance solutions supported by market leading customer experience. He was also responsible for ensuring that Prudential continues to be one of the region's most well know and highly regarded financial services brands.

Anthony has been with Prudential for 20 years in a number of PCA and local business unit leadership roles.