



# Prudential plc

## 2020 Marketing Presentation

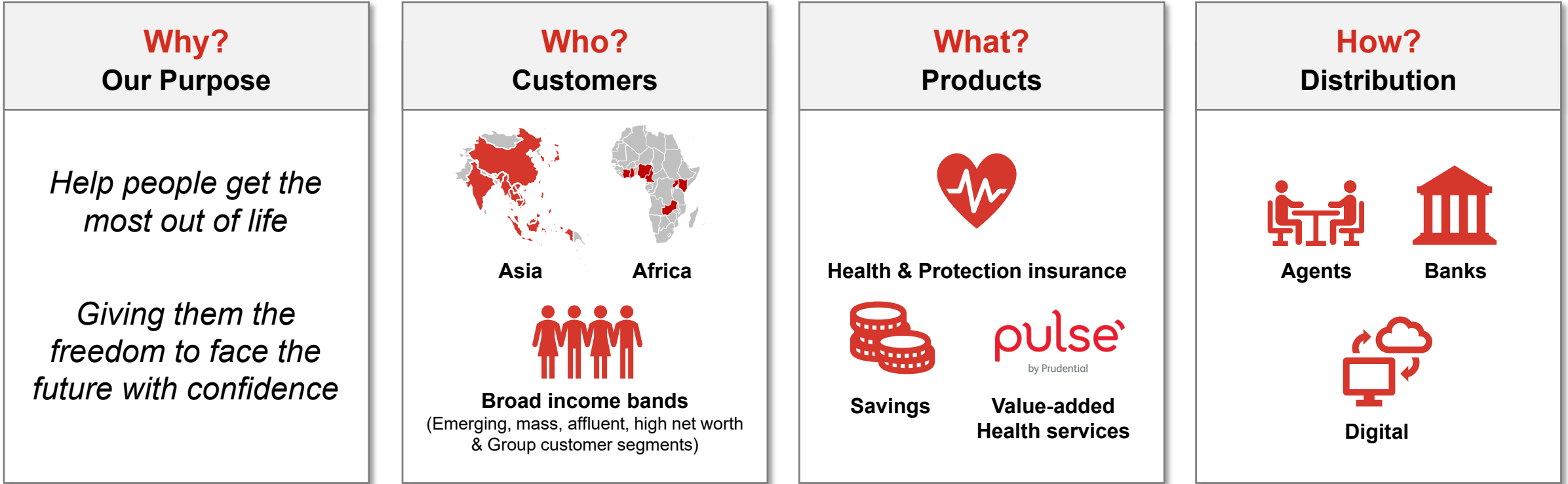
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# Prudential

## Our business model



Underpinned by favourable long-term structural growth drivers



Economic growth



Demographics

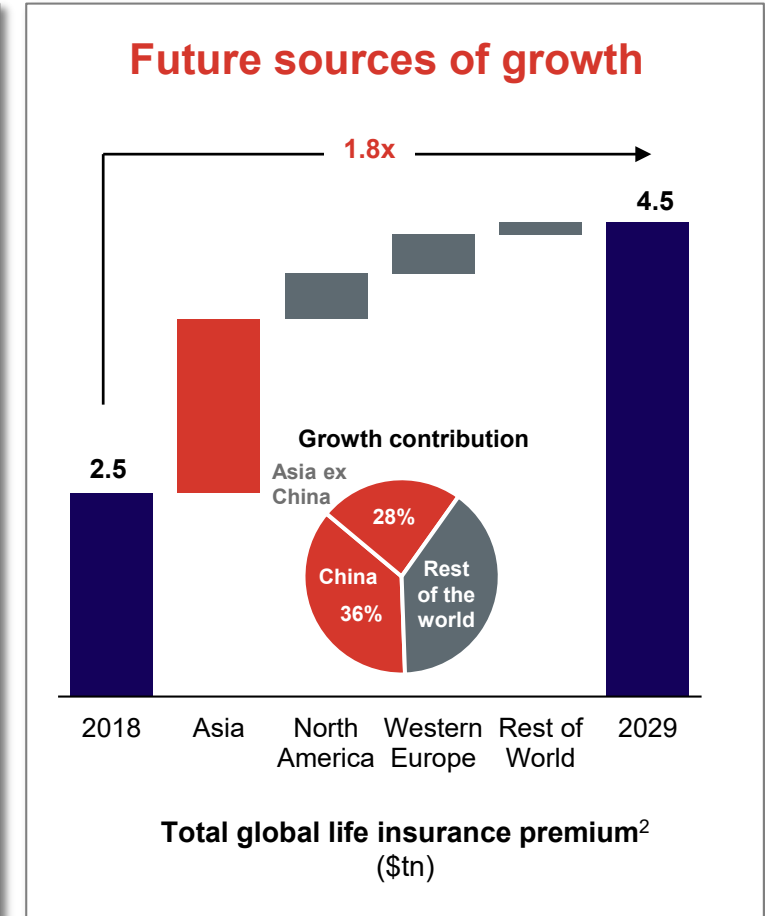
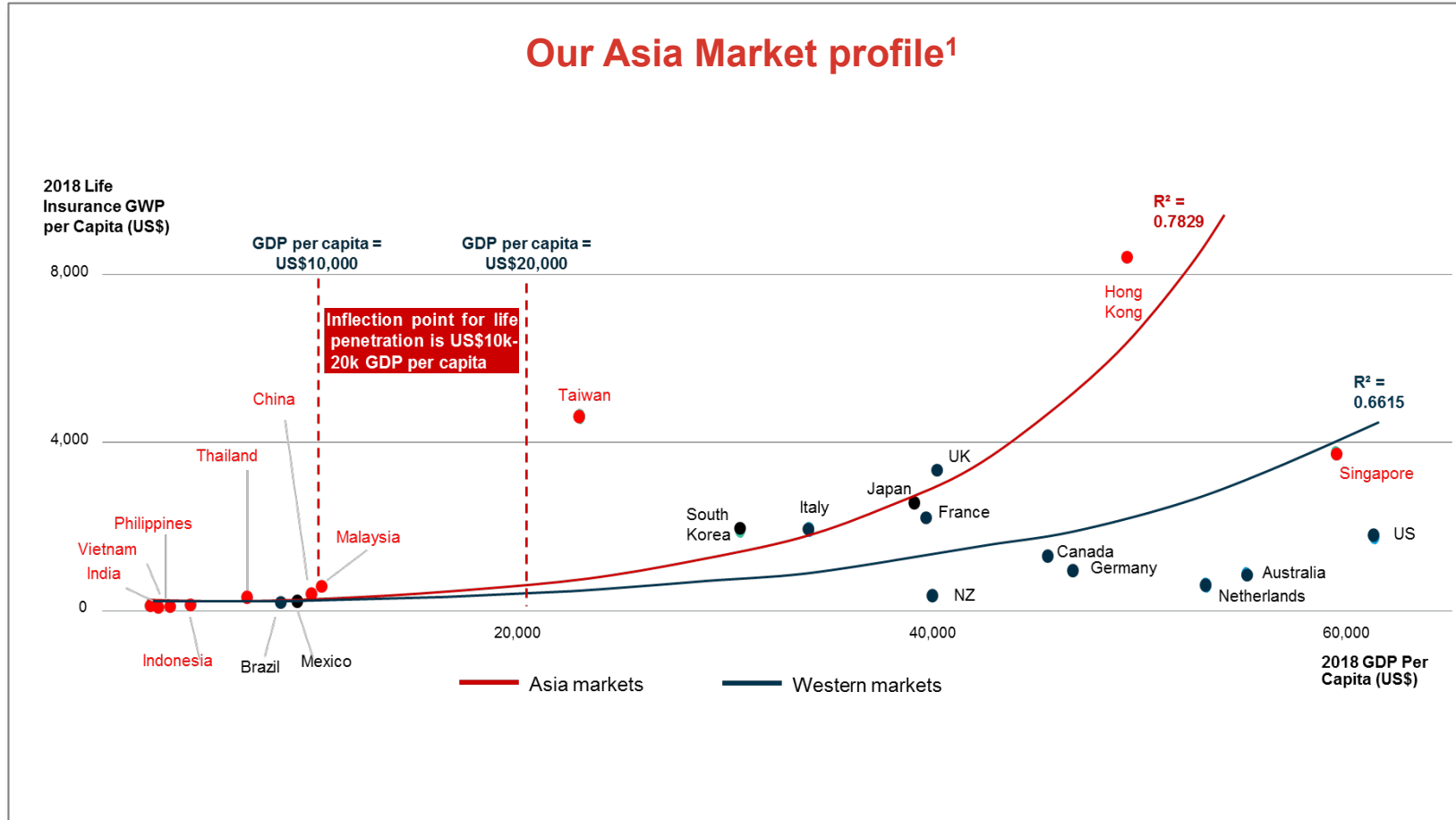


Policy

# Asia

Significant long-term growth opportunity- \$1.3tn of expected premiums<sup>2</sup>

Majority of Asian markets remain below the inflection point, US\$10k to US\$20k GDP per capita, for life insurance penetration



# Prudential

## Leading pan-regional Asia franchise

**>600k**  
Agents

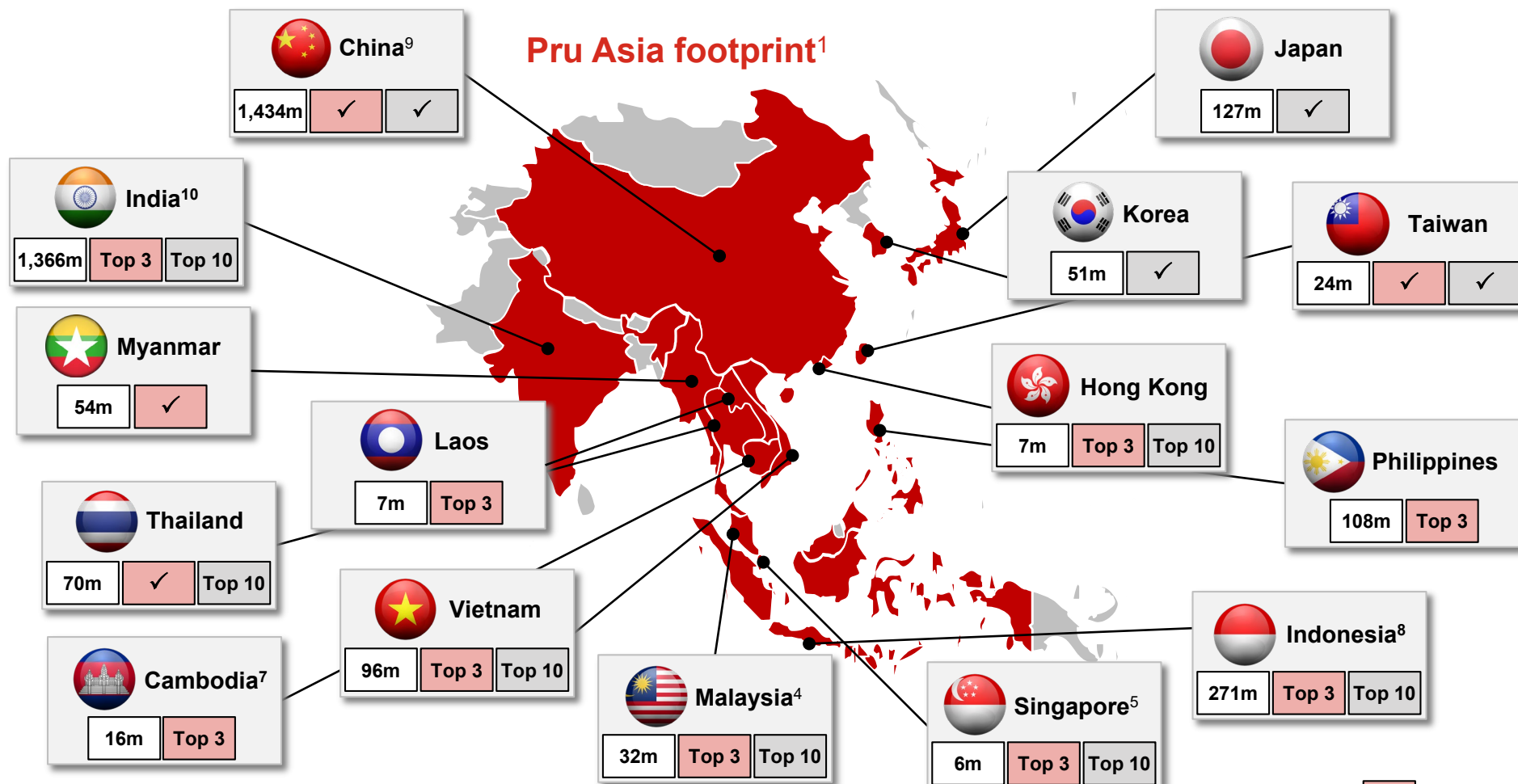
**>300**  
Life & asset management  
distribution partnerships

**1.4m**  
New Pru life  
customers<sup>11</sup>

**Top 3**  
Position in 9 of 13  
life markets<sup>1,2</sup>

**Market leading** pan  
regional Asian Retail Fund  
Manager<sup>6</sup>

Access to:  
**3.7bn**  
Population<sup>3</sup>



Life  
Eastspring

Based on full year 2019 (fiscal year 2020 for India). Sources include formal (eg competitors results release, local regulators and insurance association) and informal (industry exchange) market share data. Ranking based on new business (APE sales, weighted full year premium or full year premium depending on availability of data) or total weighted revenue premiums.

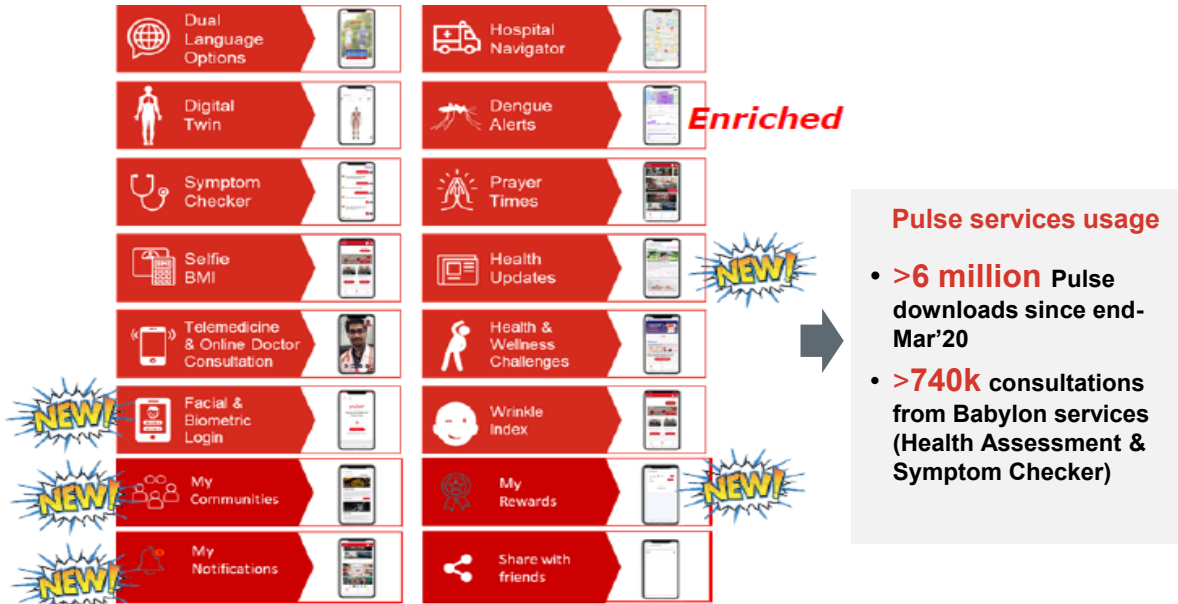
- Markets determined by regulatory and business requirements
- Top 3 in 9 of 13 markets. Source: Based on formal (Competitors' results release, local regulators and insurance associations) and informal (industry exchange) market share data.
- Ranking based on new business (APE or weighted FYP depending on the availability of data)
- United Nations, Department of Economic and Social Affairs, Population Division, World Population Prospects 2019 Revision
- Includes Takaful, excludes Group business

- Includes onshore only, excluding Eldersfield and DPS
- Source: Asia Asset Management – Fund Manager Surveys. Based on assets sourced in Asia ex- Japan, Australia and New Zealand. Ranked according to participating firms only
- First year gross premiums
- Excluding Jiwasraya
- Total joint venture/foreign players only
- Private players only
- In FY19. Excludes India

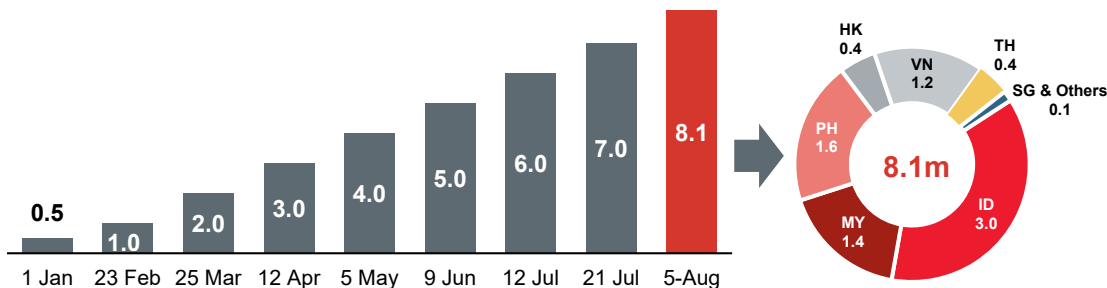
# Accelerate Pulse buildout

Pulse is broadening our customer base, gathering new data and converting into sales

## Pulse: First-of-its-kind, all-in-one and AI-powered app

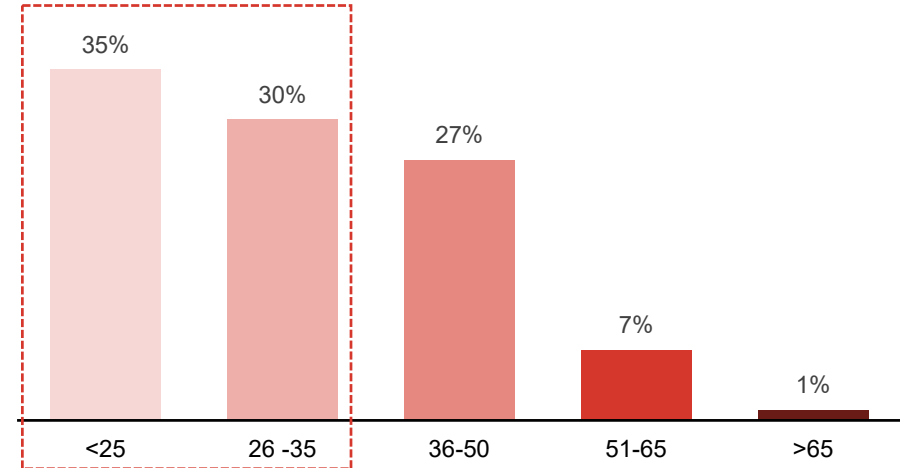


## Pulse downloads in 2020 (m)



## Broadening customer base

Majority of Pulse users are in 18-35 age group



### Existing PCA Customer Profile

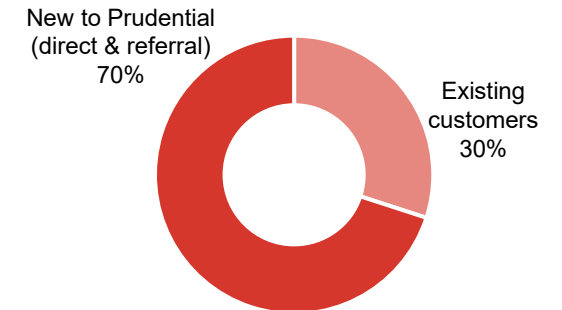
- Mass affluent
- Average age: 40

VS

### Pulse User Profile

- Digitally savvy
- Average age: 30

### 70% of users are new to Prudential customers<sup>1</sup>



# Our aims and strategy

## Post US separation

### Aim

Long-term delivery of attractive shareholder returns through capital appreciation



### Purpose

Help people get the most out of life, giving them the freedom to face the future with confidence

### Strategy

- Position in growing health, protection & savings markets in Asia & Africa
- Build leadership positions with competitive advantages & economies of scale
- Maintaining leadership in HK & ASEAN, whilst focusing on largest market opportunities: China, India, Indonesia & Thailand
- Operating with discipline and innovation, with focus on high quality earnings
- Use of trusted brands & digitally-enabled multi-channel distribution
- Capital allocation will be rebalanced for reinvestment in growth



**Growth in NBP > GDP**

**Double digit growth in EV per share**

# Prudential

## Long-term track record of building Asia value

**c.\$11bn** invested in Asia  
between 2009 - 2019

Capturing structural  
opportunities

Disciplined  
execution

Enhancing  
capabilities



Long term track  
record of building  
Asia value

Percentages represent CAGR  
between 2009 and 2019<sup>1</sup>

