



**Prudential**  
Seizing  
the  
**Opportunity**

# **Introduction**

**Mark Norbom**  
Prudential Corporation Asia  
November 2004



# Portfolio in 2000

2000



Insurance  
Funds

# A great portfolio in 2004

2004



\*CHINA: 3 life operations: Beijing, Guangzhou, Suzhou



Prudential  
Corporation Asia

# Rapid growth in customers

**1994**  
150,000



**10 X**

**2000**  
1,500,000



**3.7 X**

**2004**  
5,500,000

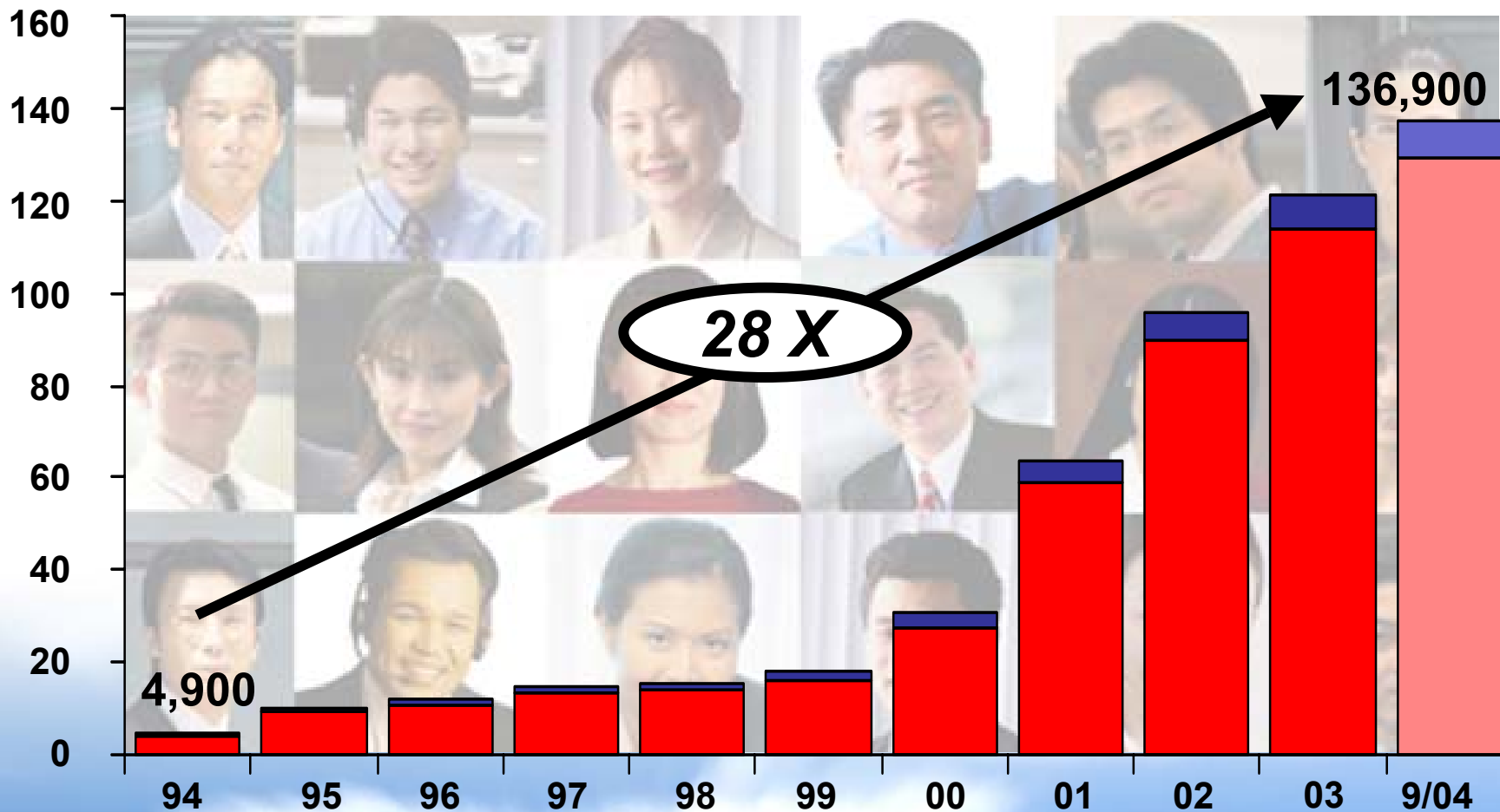




# Growth in staff and agents

'000 people

■ Staff  
■ Agents





# Forged invaluable partnerships



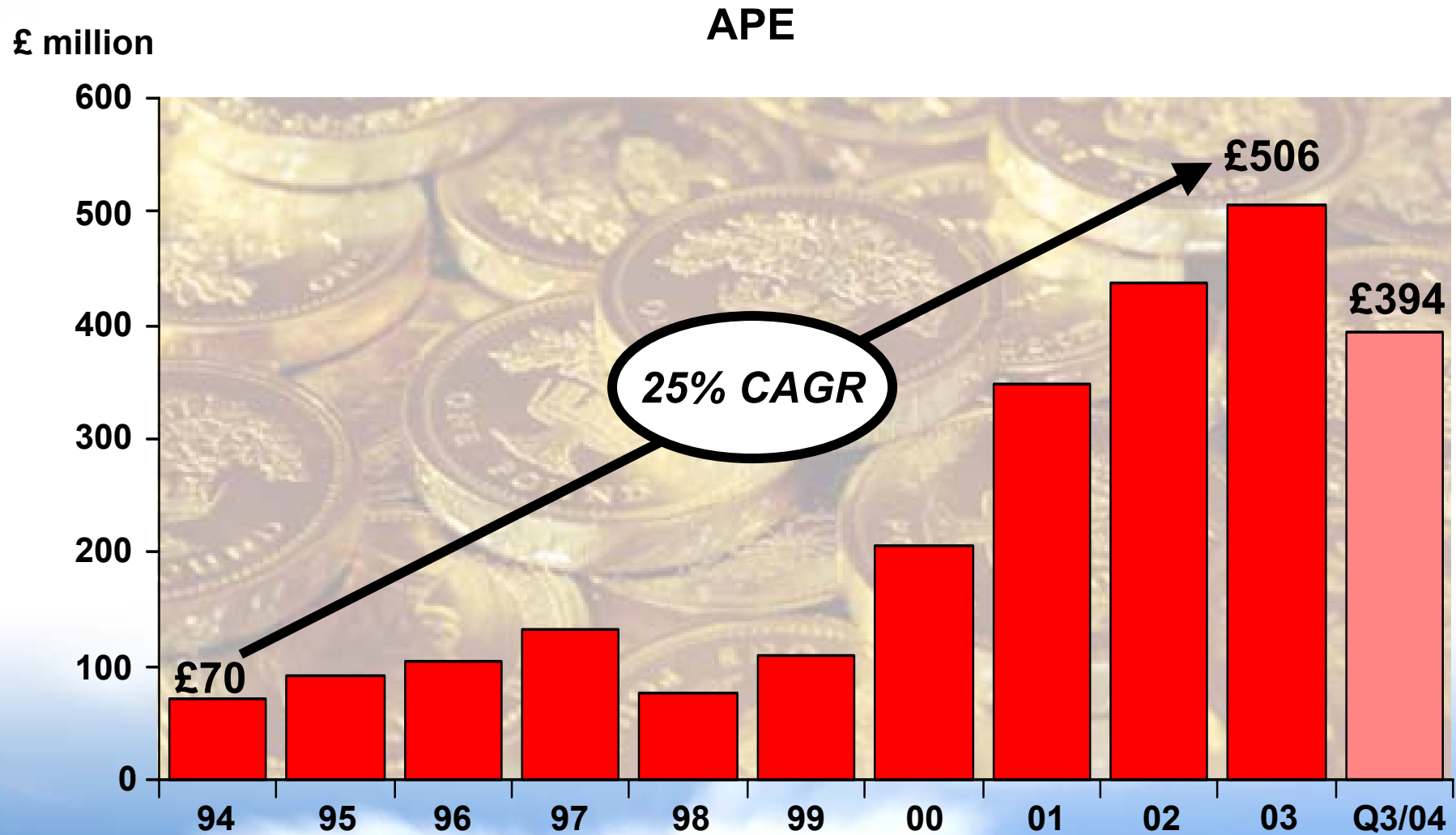


# Forged invaluable partnerships





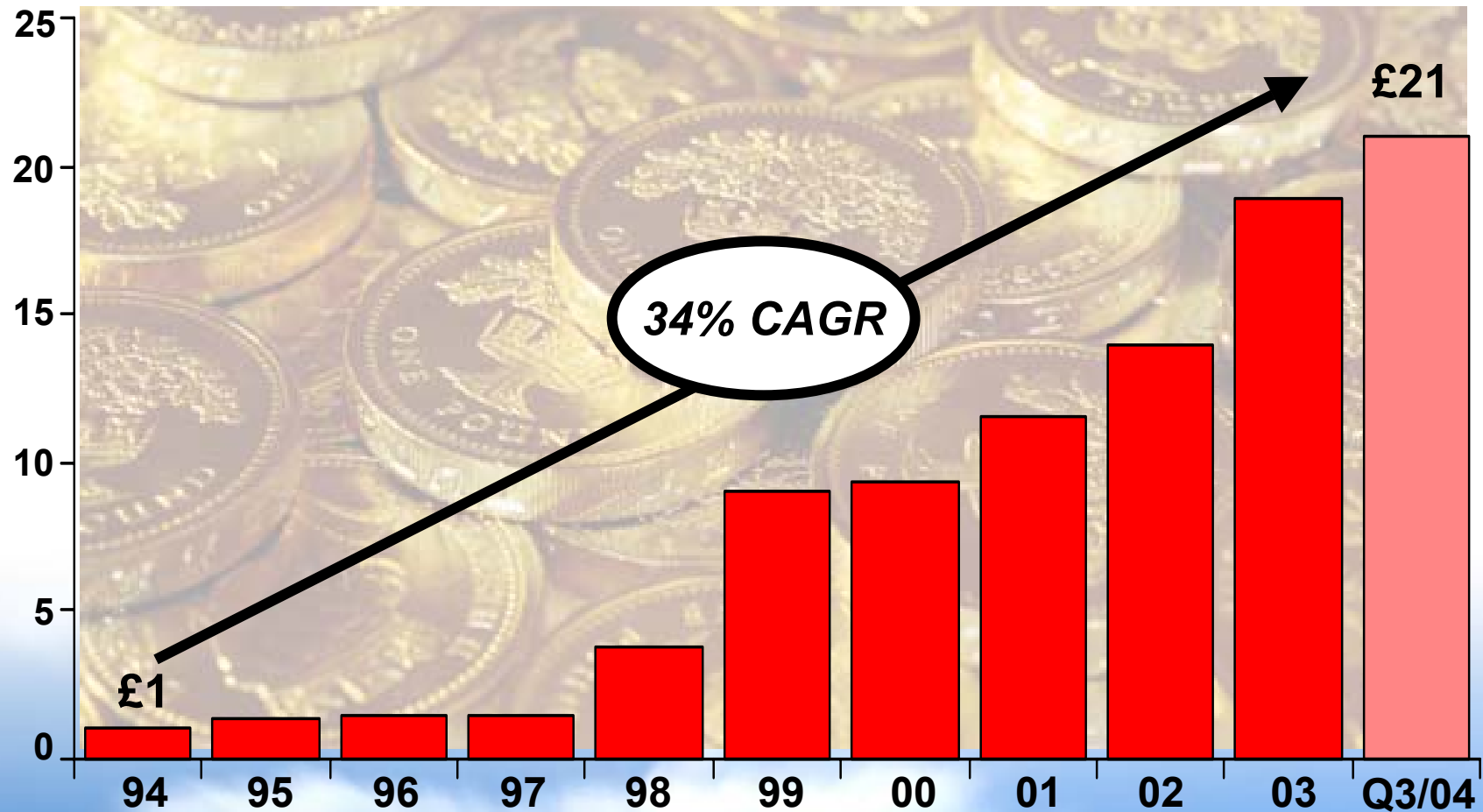
# APE has grown significantly





## Funds Under Management

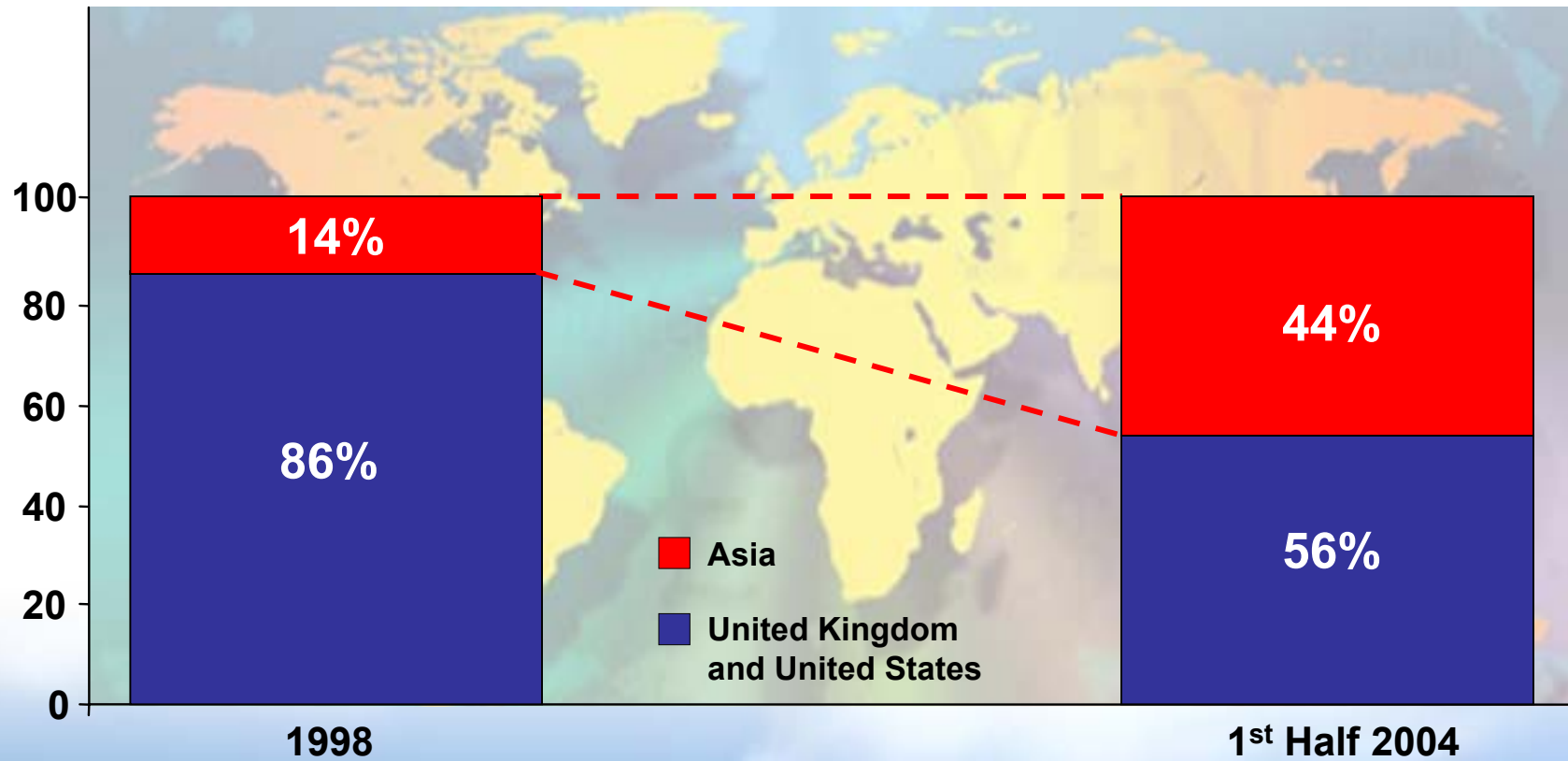
£ billion





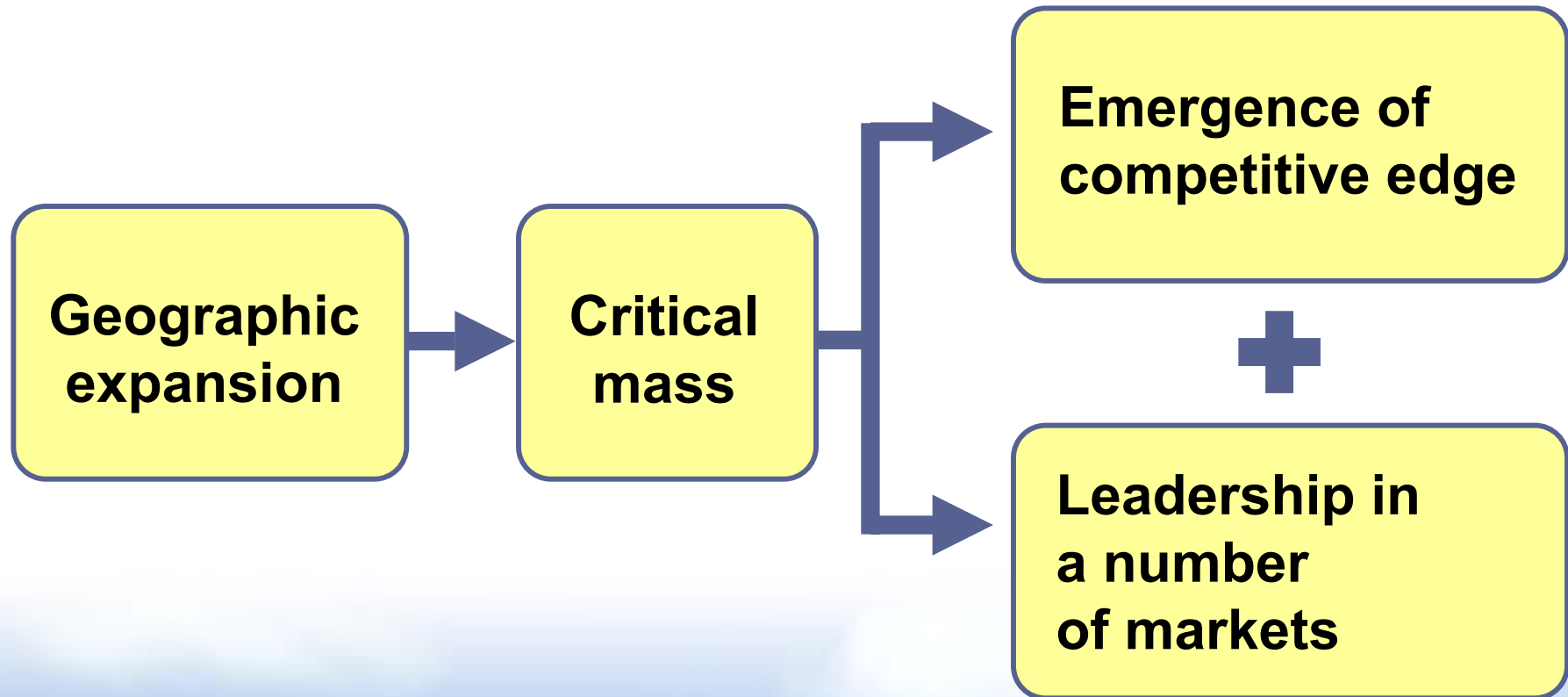
## Prudential plc NBAP

% of Total





# Establishment of a strong platform : 1994-2003





Top 5 market ranking	
Insurance*	Funds**
<ul style="list-style-type: none"><li>● China (Guangzhou)</li><li>● Hong Kong</li><li>● India</li><li>● Indonesia</li><li>● Malaysia</li><li>● Philippines</li><li>● Singapore</li><li>● Vietnam</li></ul>	<ul style="list-style-type: none"><li>● India</li><li>● Hong Kong MPF</li><li>● Taiwan</li><li>● Malaysia</li></ul>

\* New Business Annual Premium Equivalent for Insurance

\*\* Funds Under Management

As of June 2004



- **Scale, pan-regional player**
- **Proven track record**
- **Market leading positions**
- **Significant competitive advantages**

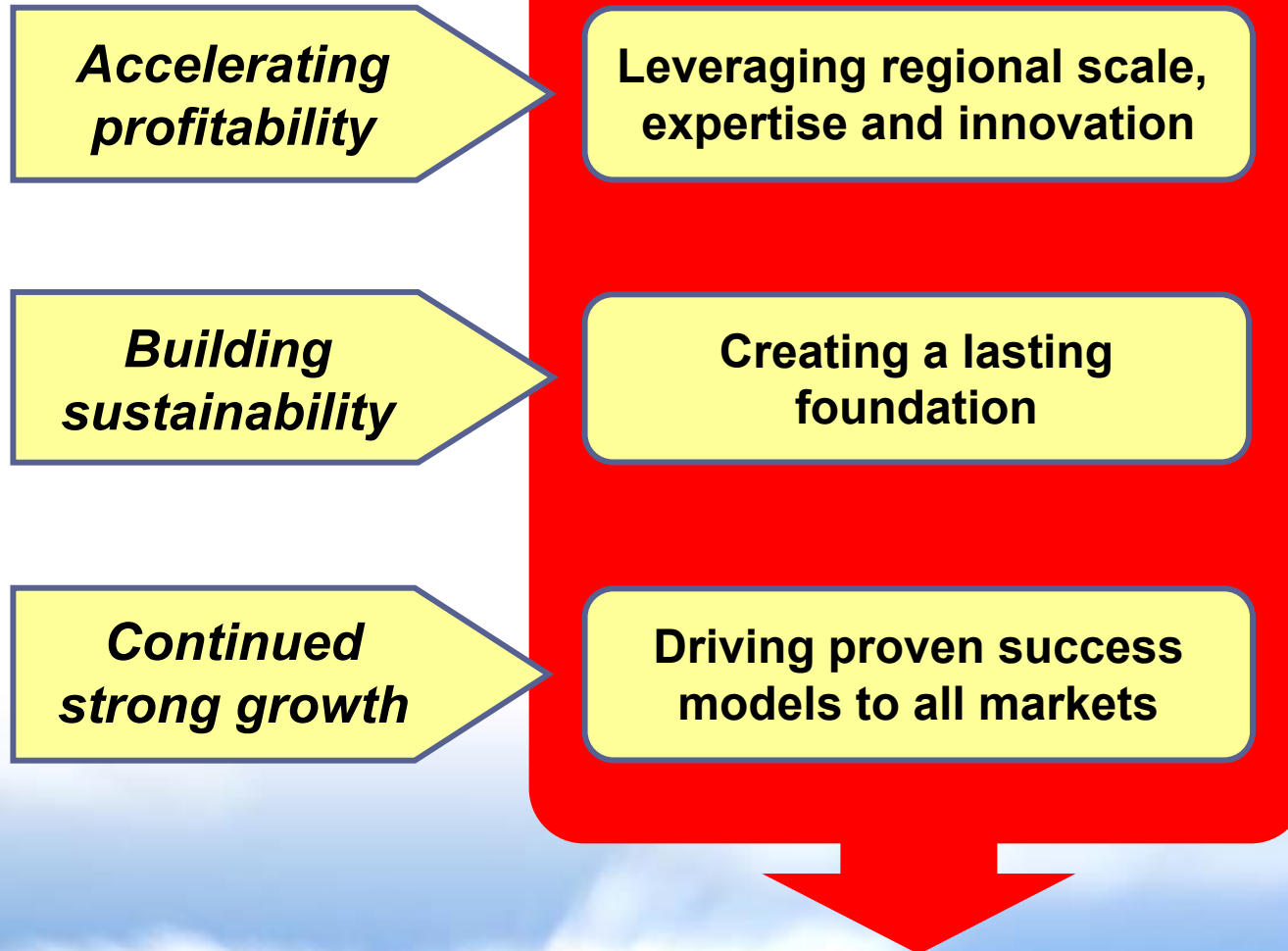


Insurance  
Funds

\*CHINA: 3 life operations: Beijing, Guangzhou, Suzhou



# Delivering profitable and sustainable growth



***Strong top-line growth - even faster bottom-line growth*** 18



# Executive Committee

**Mark Norbom**  
Chief Executive



**Garth Jones**  
Finance and  
Actuarial



**Dan Bardin**  
Insurance



**Ajay Srinivasan**  
Funds



**Pierre Fenech**  
Corporate  
Marketing



**Emmanuel Rodriguez**  
IT



**Shulamite Khoo**  
Human Resources



**Mina Hsu**  
Brand and  
Communications



**Years with Prudential in Asia (average) : 8 years**  
**Financial services experience (average) : 20 years**



Prudential  
Corporation Asia

# Our 29 speakers



**Years with Prudential in Asia (average) : 6 years**  
**Financial services experience (average) : 20 years**



Prudential  
Corporation Asia

# Senior management teams across Asia





- 1** Growth opportunity in Asia remains significant for insurance and funds management
- 2** We are uniquely positioned to seize this opportunity
- 3** We are strengthening our foundation to ensure sustainability of above-market performance
- 4** Our scale and our focus will yield accelerated profitability : Strong top-line growth, even faster bottom-line growth



***Delivering profitable and sustainable growth***

