

About Prudential Corporation Asia - footprint across 10 markets

Prudential Corporation Asia is a business unit of Prudential plc (the “Group”) of the United Kingdom. Prudential Corporation Asia was formed in 1994 with the objective of pursuing value-creation opportunities in the region’s many high-potential markets. It has life insurance and fund management operations in Asia.

Prudential Corporation Asia's regional fund management activities are housed under Prudential Asset Management (Singapore) Limited and Prudential Asset Management (Hong Kong) Limited.

Over a period of 13 years, Prudential Corporation Asia’s fund management business has expanded across 10 markets or domestic offices in Asia - Hong Kong, Singapore, India, Japan, Taiwan, Malaysia, Korea, Vietnam, China and Middle East.

Our Expertise - Breadth & Reach

- Prudential Corporation Asia has investment teams in 9 markets and over 150 investment professionals in the region¹.
- Prudential Corporation Asia's fund management manages Asia Equity, Fixed Income and Alternative Investment products out of its regional offices in Singapore and Hong Kong, for retail and institutional customers.
- Our investment process involves forming of different investment teams to ensure view creation and implementation consistency, thus reducing key person risk.
- Prudential Corporation Asia benefits from the financial and investment strength provided by the Prudential Group, helping to position us well to always add value to our clients with our performance, innovative products and strategic partnerships.

Global Presence - Over USD530 billion of funds under management²

Prudential plc is a company incorporated in England, and with its affiliated companies constitute one of the world’s leading financial services groups. It provides insurance and financial services directly and through its subsidiaries and affiliates across United Kingdom and Europe, Asia and the United States. Established in 1848, Prudential plc has USD530 (GBP267) billion in assets under management². It has over 29,000 employees around the world² and more than 20 million customers, policyholders and unit holders worldwide².

¹ As at 30 September 2007

² As at 31 December 2007