

## Eastspring Investments goes live with bullish CEO outlook, new Chairman and launch of landmark ad campaign

### *Prudential's new Asia asset management brand comes into force across the region*

**[14 February 2012. HONG KONG]** Prudential plc today rolls out a single global brand for its Asia regional funds business, Eastspring Investments, with Chief Executive Graham Mason bullish on the opportunities for investors despite current market volatility.

Eastspring Investments will remain part of Prudential Corporation Asia. The new brand replaces a number of different business names that the asset management business has operated under across Asia. With the adoption of Eastspring Investments, trademark barriers to the USD\$80 billion funds business taking its Asia expertise to new investors beyond the region are removed.

Eastspring Investments (Hong Kong) Limited  
13/F, One International Finance Centre  
1 Harbour View Street, Central, Hong Kong  
T: (852) 2868 5300 F: (852) 2868 3137  
[eastspringinvestments.com](http://eastspringinvestments.com)

瀚亞投資(香港)有限公司  
香港中環港景街1號國際金融中心1期13樓

Eastspring Investments encapsulates the business' Asia expertise, heritage and strength while remaining firmly part of the Prudential group.

"The launch of Eastspring Investments is timely as it signifies our growth aspirations at a moment when we believe shrewd investors can unlock real value in the markets and hope to grow their investments with us," Chief Executive, Graham Mason said.

"We are rebranding to accelerate growth. The Eastspring Investments brand removes barriers preventing us from penetrating Asian and European markets efficiently. It also enables us to market our offshore product range worldwide, and to enter new territories, such as North America.

"Our outlook for 2012, and the ethos of Eastspring Investments, is that significant opportunities exist for the astute investor. While the world economy continues to look uncertain, we believe markets have discounted that risk significantly. For those who trust their investments to the experts, there is value to be unlocked. It is certainly not all doom and gloom."

The theme of Asia expertise also sits at the heart of Eastspring Investments' first advertising campaign. Featuring a mix of television, print and online media across the region, the new campaign, (developed with Ogilvy & Mather) is the most ambitious to be run by Prudential's asset management business. The campaign will be launched across the different markets over the next two weeks and will also include regional broadcast and online media.

## MEDIA RELEASE

Graham Mason commented: “The new campaign’s <[www.prudentialcorporation-asia.com/eastspringtvc](http://www.prudentialcorporation-asia.com/eastspringtvc)> core theme captures our position perfectly: ‘No one sees Asia like we do’. That reflects the investment philosophy, analytical insight and service excellence upon which we pride ourselves. Prudential has been investing in Asia for more than 150 years.

“Our heritage, broad Asian presence and deep knowledge of the region are second to none. These are the qualities that underpin our new brand and they are what give us such a compelling story for investors looking to engage with the world’s fastest growing region.”

The newly-branded business will gain a new non-executive Chairman, with the appointment of Don Kanak. Mr Kanak has lived and worked in the insurance and asset management industry in Asia since 1986. He has served as Chairman of Prudential Corporation Asia since early 2008 and will assume his new role with immediate effect.

Barry Stowe, Chief Executive of Prudential Corporation Asia said: “I am delighted that Don has agreed to take up this key role, particularly at such a critical turning point for the business. His appointment exemplifies the degree to which Eastspring Investments is at the heart of Prudential Corporation Asia’s growth strategy for the Asian century ahead of us.”

The different business entities in Hong Kong, Japan, Malaysia, Singapore, South Korea, Taiwan, United Arab Emirates and Vietnam will now adopt Eastspring Investments as their respective company names. Prudential’s full product range, including the suite of offshore International Opportunities Funds (IOF), will be renamed Eastspring Investments. The new identity will not apply to joint venture operations.

Prudential’s life insurance companies will continue to operate ‘business as usual’, with no change to the terms of existing policies.

The management philosophy, corporate structure and investment strategy of the Funds business remain unchanged.

**MEDIA RELEASE**

Attached: JPEG of new logo and pdf of Donald Kanak's biography. For hi-res versions of any image below, or of Chinese logo, please contact Ian Fok [[ifok@consultancy-pr.com.hk](mailto:ifok@consultancy-pr.com.hk)]



**Barry Stowe**  
Chief Executive  
Prudential Corporation  
Asia



**Graham Mason**  
Chief Executive,  
Eastspring Investments



**Donald Kanak, Non-Executive Chairman,**  
Eastspring Investments

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Image of print advertising campaign



Please see link below for Eastspring Investments 15 second TV campaign  
[www.prudentialcorporation-asia.com/eastspringtvc15](http://www.prudentialcorporation-asia.com/eastspringtvc15)

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### About Eastspring Investments:

Eastspring Investments, part of Prudential Corporation Asia, is Prudential's asset management business in Asia. We are one of Asia's largest asset managers, with operations in ten markets, approximately 2000 employees in Asia and about US\$80 billion (about £50 billion) in assets under management (at 30 September 2011).

We manage funds on behalf of a wide range of retail and institutional investors, including life and pension products sold by Prudential in the UK and across Asia.

We have investment teams in eight markets, including our regional hub in Singapore. We have a large team of Asia-based investment managers who manage funds across a broad range of asset classes including one of the largest Fixed Income portfolios in Asia, Asia equities (including global emerging market equities) and alternative assets including private equity, property and infrastructure. Our team also includes a specialist Global Asset Allocation team which manages portfolios worldwide from the perspective of the world's fastest growing region.

About half of our total assets are sourced from third party clients. We are the largest multinational onshore mutual fund manager in the region<sup>i</sup>.

Eastspring Investments operates in Japan, Malaysia, Singapore, South Korea, Taiwan, Hong Kong, the United Arab Emirates and Vietnam, and has joint venture operations in India, China and Hong Kong.

In addition to Eastspring Investments, Prudential Corporation Asia (PCA) comprises the life insurance and consumer finance operations of Prudential plc<sup>ii</sup> in Asia. PCA businesses span 12 markets, covering China, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, the Philippines, Singapore, Taiwan, Thailand, and Vietnam. Prudential plc is the leading Europe-based life insurer in terms of market coverage and number of top three positions, with more than 360,000 employees and agents across the region serving over 12 million customers.

[www.eastspringinvestments.com](http://www.eastspringinvestments.com)

### Media Contacts:

Eastspring Investments  
Jacinta Reddan, +852 2918 6379/9265 3020  
[jacinta.reddan@eastspringinvestments.com](mailto:jacinta.reddan@eastspringinvestments.com);  
[Jacinta.reddan@prudential.com.hk](mailto:Jacinta.reddan@prudential.com.hk)

The Consultancy  
Emma Smith, +852 3114 6336/9308 0099  
[esmith@consultancy-pr.com.hk](mailto:esmith@consultancy-pr.com.hk)  
Judith Bence, +61 415 903 849  
[jbence@consultancy-pr.com.hk](mailto:jbence@consultancy-pr.com.hk)

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<sup>i</sup> Source: Korea (AMAK), India (AMFI), Singapore/Malaysia (Lipper), Japan (ITA), Taiwan (SITCA), China (Wind). Competitors selected based on the largest multi-national players in the following 7 Asian markets: Korea, India, Singapore, Malaysia, Japan, Taiwan, China. 100% FUM accounted for all players, regardless of ownership stake.

<sup>ii</sup> Prudential plc, incorporated and with its principal place of business in England, and its affiliated companies constitute one of the world's leading financial services groups and has been in existence for over 160 years. It provides insurance and financial services directly and through its subsidiaries and affiliates throughout the world. Prudential plc is not affiliated in any manner with Prudential Financial, Inc, a company whose principal place of business is in the United States of America

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