

For Immediate Release

MEDIA RELEASE

## Capturing Opportunities Regionally and Internationally in Bonds: Eastspring Investments Berhad Unveils “Target Income Fund”

[Kuala Lumpur, 26 April 2012] Eastspring Investments Berhad (formerly known as “Prudential Fund Management Berhad”) today announced the launch of its latest bond product known as the Eastspring Investments Target Income Fund (“the Fund”). This 3-year close-ended Fund aims to provide annual regular income stream, plus potential bonus coupon payment upon the maturity of the Fund.

Eastspring Investments Berhad (531241-U)  
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“Our new fund will invest a minimum of 70% of its Net Asset Value (NAV) into local and/or foreign bonds. The exposure of the Fund in foreign bonds will thus allow us to capitalise the potential higher yields as compared to the local fixed deposit rate. Furthermore, in view of the positive Asian market growth outlook and the recent improving US economic data, we strongly believe that the Fund will benefit from its medium-term foreign exposure, both regionally and internationally,” says Lynn Cheah, Chief Executive Officer of Eastspring Investments Berhad.

“On a short term horizon, we expect considerable volatility for 2012 which is partly contributed by the election frenzy around the world from US, France, China as well as our home turf. However, we believe the market has largely discounted the risk to offer value investment opportunities out there. For the conservative investors, adding a bond fund into your investment portfolio may help to provide a relatively more

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steady return amid the time of volatility. On a per annum basis, the Fund aims to distribute up to 4.50% returns potentially to investors. The Fund is therefore a good compliment to investors targeting regular returns or to those who are looking to balance their risk exposure from their existing equity investment,” further added Lynn.

The Fund may derive part of its returns from its permitted investment of up to 30% of its NAV in non-rated bonds and/or bonds rated below investment grade rating by RAM, MARC, Standard & Poor’s, Moody’s, Fitch or other rating agencies (i.e. lower than BBB- rating by RAM or below investment grade rating by other rating agencies) while the remainder will be invested in investment grade securities.

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Starting from a minimum investment of RM1,000, investors can purchase the Fund at RM1.00 per unit during the 45-day Offer Period from 26 April to 09 June 2012.

End

### **NOTE TO EDITORS:**

Eastspring Investments Berhad cannot make any projections or estimates about future business with regards to potential sales, expected business performances and / or number of agents to be recruited. This information can be construed to be violating the stringent stock exchange regulations in London where Prudential plc is listed.

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### **EASTSPRING INVESTMENT BERHAD**

Incorporated in 2000 as Prudential Fund Management Berhad, Eastspring Investments Berhad offers a comprehensive range of unit trust funds and manages customized portfolio mandates for corporations and institutions, as well as government and pension funds of nearly RM20 billion\* in total. The company's team of almost 100 employees is responsible for 26 retail funds, and 6 wholesale funds. In the past 12 months they have received a number of awards, including Prudential Dana Dinamik winning the best performing fund in the Mixed Asset MYR Flexible 5-Year category at the Edge-Lipper Malaysia Fund Awards 2012 and the best performing fund in the Islamic MYR Allocation category at the Morningstar Malaysia Fund Awards 2012.

\*as at 31 December 2011

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