

EASTSPRING INVESTMENTS LAUNCHES ASEAN AL-ADIIL FUND

28 October 2013, Kuala Lumpur – Eastspring Investments Berhad today announced the launch of a new Shariah-compliant balanced fund, the Eastspring Investments ASEAN al-Adiil Fund (“the Fund”). As a Shariah-compliant fund investing in the ASEAN markets, this Fund is the first of its kind offered to Malaysian investors. It aims to provide capital appreciation and income by investing in Shariah-compliant securities in the ASEAN markets.

Eastspring Investments Berhad
(531241-U)
Level 12, Menara Prudential
10 Jalan Sultan Ismail
50250 Kuala Lumpur
T: (603) 2052 3388
F: (603) 2070 6129
www.eastspringinvestments.com.my

“Our rationale for launching this Fund is based on our conviction in ASEAN. With a combined GDP of US\$2.3 trillion¹, a wealth of natural resources, favourable demographics, and sustainable long-term growth prospects, we see ASEAN blooming with investment opportunities for Malaysian investors in the medium-term as it possesses the necessary attributes to become a key economic force globally,” said Lynn Cheah, Chief Executive Officer of Eastspring Investments Berhad.

“According to our recent research on investors’ appetite in July 2013², Malaysians still have a preference for income funds in the medium term. Therefore, the timing of this launch is appropriate as the Fund’s objective is to provide income payout and at the same time offers investors the potential upside from its medium-term capital appreciation,” added Ms Cheah.

Shariah-compliant funds are also a good alternative to conventional funds for those who wish to invest in companies that fulfil Shariah requirements. These requirements provide Shariah-compliant funds an added advantage as they are generally more resilient than conventional funds over the medium to longer-term. The Eastspring Investments ASEAN al-Adiil Fund will be a good alternative to diversify ones investment portfolio.



MEDIA RELEASE

With a minimum investment of RM1,000, investors can purchase the Fund at RM0.50 per unit during the 21-day offer period starting from 28 October to 18 November 2013. Applications for units can be made through any Eastspring Investments Berhad's branches and authorised distributors.

****End****

ABOUT EASTSPRING INVESTMENTS BERHAD

Eastspring Investments Berhad was established in 2000 and based in Kuala Lumpur. It is part of Prudential Corporation Asia, the Asia business arm of Prudential plc of the United Kingdom. The Prudential Group has been investing in Asia since 1863. Eastspring Investments Berhad is one of the largest asset management companies in Malaysia in both institutional and retail, with about RM22 billion in assets under management in the country as at 30 June 2013. It manages unit trust funds, wholesale funds as well as private mandates for individuals and institutions.

Eastspring Investments Berhad
(531241-U)
Level 12, Menara Prudential
10 Jalan Sultan Ismail
50250 Kuala Lumpur
T: (603) 2052 3388
F: (603) 2070 6129
www.eastspringinvestments.com.my

MEDIA CONTACT

Judy Yap

Director, Brand and Communications

Tel: 03 - 2170 0290

Fax: 03 - 2170 0399

Email: judy.yap@eastspringinvestments.com.my