

Eastspring Investments Berhad expands team with appointment of Chief Sales and Marketing Officer

Kuala Lumpur (7 November 2013) – Eastspring Investments Berhad today announced the appointment of Ms Yap Siok Hoon as Chief Sales and Marketing Officer, Malaysia, effective immediately

Reporting to Ms Lynn Cheah, Chief Executive Officer, Ms Yap will oversee both the Retail Business and Direct Sales divisions; working closely with Lynn to build stronger distribution channels through product solutions, effective sales strategies and support.

Ms Yap brings with her more than 16 years of financial industry experience covering sales and marketing, distribution channel development, training and product development.

“We are delighted to have someone of Siok Hoon’s broad experience and calibre joining our team. Siok Hoon will be able to build a strong sales culture within the team, strengthen the Company’s core competency and further enhance our brand positioning which is in line with our continued growth ambitions,” said Ms Cheah.

Most recently, Ms Yap was the Head of Retail Client Solutions and Services at Kenanga Investors where she was responsible for the distribution of funds. Prior to joining Kenanga, Ms Yap was with Hong Leong Asset Management, where she led the company’s expansion of distribution, product and marketing.

Eastspring Investments Berhad offers a comprehensive range of unit trust funds and manages customised portfolio mandates for institutions of approximately RM22 billion as at 30 June 2013. The Company’s team of about 100 employees is responsible for the management of 27 unit trust funds and 4 wholesale funds available through direct agents and key bank distribution partners.

Apart from Malaysia, Eastspring Investments operates in Singapore, Japan, South Korea, Taiwan, Hong Kong, the United Arab Emirates, Indonesia, Vietnam, the United States, Luxemburg and now in the United Kingdom. Eastspring Investments also has joint venture operations in India, China and Hong Kong.



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MEDIA RELEASE

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About Eastspring Investments:

Eastspring Investments, part of Prudential Corporation Asia, is Prudential's ¹ asset management business in Asia. It is one of Asia's largest asset managers, with operations in 14 markets (including offices in the US, Luxembourg and now, in the UK), just under 2,000 employees in Asia and about US\$94 billion (£62 billion) in assets under management as at June 30, 2013.

More than one-third of Eastspring Investments' total assets are sourced from third party clients including a wide range of retail and institutional investors. Eastspring Investments also manages the assets of life and pension products sold by Prudential plc in the UK, the US and across Asia.

Eastspring Investments operates in Japan, Malaysia, Singapore, South Korea, Taiwan, Hong Kong, the United Arab Emirates, Vietnam and Indonesia, and has joint venture operations in India, China and Hong Kong. The business opened a US sales operation in 2012 and established a management company in Luxembourg earlier this year.

Together with Eastspring Investments, Prudential Corporation Asia (PCA) comprises the life insurance businesses of Prudential plc in Asia spanning 13 markets: Cambodia, China, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, the Philippines, Singapore, Taiwan, Thailand, and Vietnam. Prudential plc is an international financial services group with operations spanning Asia, the US and the UK.

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For more information on Eastspring Investments, please visit:
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