

**EASTSPRING INVESTMENTS BERHAD LAUNCHES ASIA PACIFIC EX-JAPAN TARGET RETURN FUND**

**14 October 2014, Kuala Lumpur** – Eastspring Investments Berhad today announced the launch of its Eastspring Investments Asia Pacific ex-Japan Target Return Fund (“Fund”), an open-ended fund that aims to provide a net asset value (“NAV”) growth of at least 8% per annum<sup>1</sup> over the medium to long term by investing in equities and equity-related securities listed on the Asia-Pacific ex-Japan exchanges.

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“Investors have the tendency to lose sight of their investment objectives the moment their investments takes a plunge in the short term. More often than not, they would rather cut their losses rather than weathering the short-to-medium term volatilities. Ultimately, they lose out on the potential growth of equity funds over the medium to long term,” says Lynn Cheah, Chief Executive Officer, Eastspring Investments Berhad.

“How this Fund benefits investors is that it is managed with less volatility than a typical relative return fund. We are providing the investing public with a Fund that aims to deliver a target return of 8% or more per annum over a period of 3 to 5 years regardless of market conditions by employing a value investment strategy,” said Ms Cheah.

The fund manager when managing this portfolio will strike a balance between achieving capital appreciation and mitigating downside risks. In general, the fund manager will strive to keep the volatility of the Fund below that of the overall market.

The Fund’s portfolio is also unconstrained (i.e. will not be managed to a benchmark index), allowing the fund managers to allocate freely across a wide range of security types and investment opportunities. This allows flexibility in identifying and implementing the most optimum investment strategy.

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<sup>1</sup> This is not a capital protected or guaranteed fund.

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The Fund will be managed by an award winning team<sup>2</sup>. Collectively, the team of fund managers has more than 30 years experience in managing funds. The lead fund manager has also been managing a target return portfolio for about 7 years.

With a minimum investment of RM1,000, investors may purchase the Fund at RM0.50 per unit during the 21-day initial offer period starting from 10 to 31 October 2014. Applications for units can be made through any Eastspring Investments Berhad's branches and authorised distributors.

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Disclaimer: This press release is issued in Malaysia by Eastspring Investments Berhad for information purposes only and does not constitute an offer or solicitation to anyone to invest in investment products.

Investors are advised to read and understand the contents of the Eastspring Investments Asia Pacific ex-Japan Target Return Fund ("Fund") Prospectus dated 10 October 2014 ("Prospectus") and the Fund's Product Highlights Sheet ("PHS") before investing. The Prospectus and PHS are available at offices of Eastspring Investments Berhad or its authorised distributors and investors have the right to request for a copy of the Prospectus and PHS.

The Prospectus has been registered with the Securities Commission Malaysia who takes no responsibility for its contents. Units will only be issued upon receipt of the application form accompanying the Prospectus.

Investments in the fund are exposed to equity risk, country risk, currency risk and counterparty risk. Investors are advised to consider these risks and other general risks as elaborated in the Prospectus as well as fees and charges involved before investing.

Eastspring Investments companies (excluding JV companies) are ultimately wholly-owned/indirect subsidiaries of Prudential plc of the United Kingdom.

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<sup>2</sup> Eastspring Investments Berhad was accorded the Best Group in Equity y the Edge-Lipper Malaysian Fund Awards 2014

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Eastspring Investments companies (including JV companies) and Prudential plc are not affiliated in any manner with Prudential Financial, Inc., a company whose principal place of business is in the United States of America.

### 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 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 RM27 billion in assets under management in the country as at 30 June 2014. It manages unit trust funds, wholesale funds as well as private mandates for individuals and institutions.

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