

## FOR IMMEDIATE RELEASE

### MEDIA RELEASE

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## Eastspring Investments Appoints Yap Siok Hoon as Chief Executive Officer for Eastspring Investments Berhad

**SINGAPORE (15 May 2024)** - Eastspring Investments (“Eastspring”), the USD2389 billion<sup>1</sup> asset management business of Prudential plc, today announced the appointment of Siok Hoon Yap as Chief Executive Officer for Eastspring Investments Berhad (EIMY), effective 15 May 2024.

Siok Hoon will continue to be based in Malaysia, and she will report to Faizal Gaffoor, Deputy Regional CEO, Eastspring Investments. Siok Hoon has more than 26 years of financial industry experience, including the past 11 years at EIMY, where she last led as Head of Distribution.

Siok Hoon brings with her 26 years of financial industry experience covering retail and institutional business development, sales and marketing, distribution channel development, training and product development.

“Since joining Eastspring in 2013, Siok Hoon has demonstrated strong leadership skills and a great understanding of our business. She has strengthened our local institutional business and grew our distribution channels to expand customer reach,” said **Bill Maldonado, Chief Executive Officer**, Eastspring Investments. “Her focus on customer centricity, determination in delivering excellence as well as her close engagement with local industry bodies position her well to lead our Malaysian business.”

Prior to joining Eastspring, Siok Hoon was head of the retail client solutions & services group of a well-established fund management company in Malaysia, overseeing the management company’s retail unit trust business. She started her career with Hong Leong Asset Management (HLAM) in April 1997 and ultimately rising to a position of general manager, client solutions group in 2011.

Siok Hoon holds a Bachelor (First Class Honours) in Business Administration degree from Universiti Utara Malaysia.

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<sup>1</sup> As of 31 March 2024.

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### **About Eastspring Investments:**

Eastspring Investments, part of Prudential plc, is a leading Asia-based asset manager that manages USD 239 billion (as of 31 March 2024) of assets on behalf of institutional and retail clients. Operating since 1994, Eastspring Investments has one of the widest footprints among asset management companies across Asia\*. We provide investment solutions across a broad range of strategies including equities, fixed income, multi asset, quantitative and alternatives and are committed to delivering high quality investment outcomes for our clients over the long term.

We incorporate ESG factors into our investment process and are aligned with a number of global sustainability initiatives including the United Nations-supported Principles for Responsible Investments (PRI) and the Asia Investor Group on Climate Change (AIGCC). We collaborate alongside industry peers to harness a collective investor voice to influence and drive change with investee companies.

For more information on Eastspring Investments, please visit: [www.eastspring.com](http://www.eastspring.com)

### **About Eastspring Investments Berhad**

Established in 2000 and based in Kuala Lumpur, Eastspring Investments Berhad is one of the Malaysia's leading asset management companies in Malaysia in serving both institutional and retail clients, with RM62.2 billion in assets under management in the country (as at 31 December 2023). Eastspring Investments Berhad. It manages unit trust funds, wholesale funds as well as private mandates.

\*Eastspring Investments companies (excluding joint venture companies) are ultimately wholly owned/indirect subsidiaries of Prudential plc of the United Kingdom. Eastspring Investments companies (including joint venture 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 or with the Prudential Assurance Company Limited, a subsidiary of M&G plc (a company incorporated in the United Kingdom).

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