

Eastspring Investments appoints Deputy CEO as part of strategic expansion plans

HONG KONG (11 October 2013) – Eastspring Investments, the Asia asset management arm of Prudential Corporation Asia, today announced the addition of asset management veteran Michele Bang to its leadership team as part of the firm’s continued strategic expansion.

Ms Bang brings more than 23 years of pan-Asian and international financial industry experience to the asset manager and will spearhead the global expansion of distribution, product and marketing efforts.

Her appointment as Deputy Chief Executive follows the recent opening of Eastspring Investments’ European sales office in London, which will act as the region’s sales hub. Last year, the fund house opened two offices in the US.

Reporting to Chief Executive, Guy Strapp, she will take up her Hong Kong-based role later this year.

Ms Bang joins Eastspring Investments from Deutsche Asset & Wealth Management where she has held a number of senior leadership roles and board seats in Asia. Over the past eight years she was responsible for multiple Asian markets and most recently was Managing Director, Head of Global Client Group, North Asia Asset Management.

“Michele’s local and global asset management experience will contribute significantly to the overall strategic direction of the business as we implement our expansion plans. In the next phase of our growth strategy, we will take our Asian investment expertise to a global investor base and continue to drive growth in key markets in Asia,” Mr Strapp said.

“With a presence in 11 markets in Asia and more than 300 investment professionals in the region, we have unparalleled, on-the-ground investment expertise in unique core and niche Asian strategies,” he said.

“Michele will also work closely with our life insurance partner, Prudential, as well as our joint venture partners as part of these expansion plans,” Mr Strapp said.

Prior to Deutsche Asset & Wealth Management, Michele managed the regional structured product distribution platform for CIBC, Toronto Dominion and Chemical Bank in Hong Kong and Tokyo.

Eastspring Investments (Hong Kong) Limited
13/F, One International Finance Centre
1 Harbour View Street, Central, Hong Kong
T: (852) 2918 6300 F: (852) 2138 0599
eastspringinvestments.com.hk

瀚亞投資(香港)有限公司
香港中環港景街1號國際金融中心1期13樓

MEDIA RELEASE

In 2011, *Asian Investor* voted Ms Bang among the Top 25 Most Influential Women in Asset Management in the Asia Pacific Region.

- ENDS -



Eastspring Investments (Hong Kong) Limited
13/F, One International Finance Centre
1 Harbour View Street, Central, Hong Kong
T: (852) 2918 6300 F: (852) 2138 0599
eastspringinvestments.com.hk

瀚亞投資(香港)有限公司
香港中環港景街1號國際金融中心1期13樓

Michele Bang
Deputy CEO
Eastspring Investments

About Eastspring Investments:

Eastspring Investments, part of Prudential Corporation Asia, is Prudential's¹ 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 (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.

¹ Prudential plc, incorporated and with its principal place of business in England, and its affiliated companies constitute one of the world's leading financial services groups and has been in existence for over 160 years. It provides insurance and financial services directly and through its subsidiaries and affiliates throughout the world. Prudential plc is not affiliated in any manner with Prudential Financial, Inc, a company whose principal place of business is in the United States of America

MEDIA RELEASE

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.

This press release is issued in Hong Kong by Eastspring Investments (Hong Kong) Limited and has not been reviewed by the Securities and Futures Commission of Hong Kong. This press release is solely for information purposes and does not constitute an offer or solicitation to anyone to invest in investment products. Past performance is not necessarily indicative of future performance. Any view, opinion, projection, or forecast on the economy, securities markets or the economic trends of the markets is not necessarily indicative of the future performance of Eastspring Investments or any funds managed by Eastspring Investments. An investment is subject to investment risks, including the possible loss of the principal amount invested. Whilst we have taken all reasonable care to ensure that the information contained in this document is not untrue or misleading at the time of publication, we cannot guarantee its accuracy or completeness. Any opinion or estimate contained in this document is subject to change without notice.

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

Eastspring Investments (Hong Kong) Limited
13/F, One International Finance Centre
1 Harbour View Street, Central, Hong Kong
T: (852) 2918 6300 F: (852) 2138 0599
eastspringinvestments.com.hk

瀚亞投資(香港)有限公司
香港中環港景街1號國際金融中心1期13樓

For more information on Eastspring Investments, please visit:
www.eastspringinvestments.com

Media Enquiries:

MHP Communications
Michel Chau, +852 3114 0338
michel.chau@mhpc.com

Judith Bence, +61 415 903 849
judith.bence@mhpc.com