



## **PRESS RELEASE**

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### **PRUDENTIAL RECORDS STRONG 2009 BUSINESS RESULTS Sustainable Competitive Advantage as Key**

#### **Key Business Results of 2009:**

- Total Premium Income of Rp7.5 trillion, up 6.56% compared to 2008, with total regular premiums up 28%.
- Sharia Total Premium Income of Rp916 billion, up 8.56% compared to 2008, with total sharia regular premiums up 109%.
- New Business Income of Rp3.3 trillion, of which Rp485 billion comes from Sharia
- Funds Under Management of Rp15.9 trillion up 76.56% compared to 2008
- Total Asset of Rp 17.5 trillion up 69.40% compared to 2008
- Total investments continue to do well, where all of our unit-linked funds are in the top 3 in their respective categories
- Total Claim of Rp476 billion up 55.31% compared to 2008
- Number of Customers up 30.92% to more than 942,000
- Sales Force up 53,62% to more than 91,000
- Company's strong solvency as seen from the good Risk-based Capital (RBC) of 466%, comfortably above the 120% minimum requirement from the Ministry of Finance

Kevin Holmgren, President Director of Prudential Indonesia commented, "Prudential Indonesia have maintained a good growth of business in 2009 and continues to enhance its role as one of the biggest contributor to the Prudential Group's Asian business.

The results show that with the trust given by our customers, the company continues to flourish and strengthens its commitment to listen and understand the financial planning needs of the Indonesian people. The increase of our total collected premium

income, our funds under management growth and the growth of our customers are a few indicators of our solid performance and serve as a great momentum to move forward in 2010 and onwards”.

Prudential Indonesia is in excellent financial solvency condition and has a very good capital position. The company enjoys strong support from the Group in London, UK, which had also released its worldwide business results recently, and also leverages on the experience and strong presence of the Group in Asia.

### **Sustainable Competitive Advantage**

In maneuvering through the unstable economic conditions of 2009 --especially from early to mid year-- after the global financial crisis, Prudential committed to a consistent strategy of maintaining a sustainable competitive advantage.

“We have one overarching objective driving all of our strategies and tactics, which is to maintain sustainable competitive advantage,” states Kevin Holmgren.

“There are three keys to achieving sustainable competitive advantage: differentiate distinctive capabilities, execute with high performance and market focus on growth opportunities. Likewise, a company that has sustainable competitive advantage has three primary characteristics: strong top line growth & bottom line results, strong distribution --both scale & productivity, and strong customer value differentiation,” explained Kevin.

“Focusing on executing this strategy and establishing our commitment to listening and understanding the needs of the Indonesian public to provide best-in-class products and services have been instrumental in maintaining Prudential Indonesia’s thriving business results,” closes Kevin.

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### **About Prudential plc and Prudential Corporation Asia**

Prudential plc is a leading international financial services group, providing retail financial services and fund management in its chosen markets: the United Kingdom, the United States, Asia and continental Europe.

Prudential has provided life insurance service in the UK for 160 years, and has had the largest long term fund product for more than a century. Today, Prudential has over 22 million customers worldwide and over **£290 billion** (Rp4,376 trillion as at 31 December 2009 – latest published figures) of fund under management.

In Asia, Prudential Corporation Asia offers a comprehensive range of products to meet the savings, protection and investment needs of customers and championed for customer-centric products and services for over 80 years.

Prudential has life insurance operations in 12 markets - China, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, the Philippines, Singapore, Taiwan, Thailand and Vietnam. It has an extensive geographic footprint with fund management operations in 10 markets – China, Hong Kong, India, Japan, Korea, Malaysia, Singapore, Taiwan, Vietnam, and the United Arab Emirates.

As at 31 December 2009 Prudential Corporation Asia's total sales by Annualized Premium Equivalent (APE) in Asia is **£1.26 billion** (Rp19 trillion). It is supported by over 410,000 networks of sales force and employees across the region, providing service to over 10 million customers.

### **About Prudential Indonesia**

Established in 1995, PT Prudential Life Assurance (Prudential Indonesia) is a leading life insurer in Indonesia and part of Prudential plc, the UK-based retail financial services group.

Leveraging Prudential's more than 160 years of experience in the life insurance industry, Prudential Indonesia is committed to providing best-in-class investment, savings and protection insurance solutions to customers across the country.

Since launching its first life insurance combined with investments product (unit-linked) in 1999, Prudential Indonesia has been a market leader of this innovative product category in Indonesia. Prudential Indonesia also offers a variety of products and services that are designed to meet the diverse financial needs of customers in Indonesia.

As at 31 December 2009, Prudential Indonesia has 7 sales offices (Jakarta, Medan, Surabaya, Bandung, Denpasar, Batam dan Semarang) dan 196 agency offices (including Jakarta, Surabaya, Medan, Bandung, Yogyakarta, Batam dan Bali). Prudential Indonesia has a network of more than 91,000 agents serving more than 942,000 customers.

#### ***For more information, please contact:***

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