



PRESS RELEASE

PERMATABANK AND PRUDENTIAL LAUNCH BANCASSURANCE PARTNERSHIP

Both Companies to Leverage Strengths to Support Customers' Financial Needs

March 2, 2010 (Jakarta) – PT Prudential Life Assurance (Prudential Indonesia) and PermataBank today announced the formation of a strategic partnership to grow their bancassurance business across Indonesia.

Under the bancassurance partnership, Prudential Indonesia will become the exclusive provider of investment-linked life insurance products to PermataBank. This product will be sold to PermataBank customers via the bank's broad network of 279 branches nation-wide, greatly enhancing customers' access to best-in-class life insurance products and solutions.

Prudential is one of the largest life insurers in Indonesia. The company first introduced investment-linked products in the Indonesia life insurance market in 1999, and remains the established leader in this product category. Prudential will also extend its expertise in the areas of insurance sales management, staff training and customer support, to build a strong bancassurance platform together with PermataBank.

Commenting on the partnership, David Fletcher, President Director of PermataBank, said: "In accordance with the customer centric business model, we consistently fulfill customer's needs with quality products and services. Therefore, to meet the increasing demands of customers' for Bancassurance products, PermataBank partnered with Prudential Indonesia, one of the leading insurance company to market the PRESTIGELink Assurance Account product. Through these bancassurance products, customers will receive value added benefits and more importantly, flexibility in meeting their needs".

Kevin Holmgren, President Director of Prudential Indonesia, added: "Prudential is committed to listening to the people of Indonesia and to providing them with the highest quality financial products and solutions. We have a successful strategy in partnering with leading financial institutions in Indonesia, and are delighted to enter into this new partnership with PermataBank, which extends our reach in the market and enables us to provide products to meet the investment and protection needs of PermataBank customers."

Both partners will inaugurate their bancassurance alliance with the launch of PRESTIGELink Assurance Account. The new product, a regular premium, investment-linked life insurance plan developed by Prudential Indonesia, provides life insurance protection linked with investments of which potential gains from a range of long-term investment funds can be used to meet various needs in all life stages. PRESTIGELink Assurance Account will be available exclusively to PermataBank customers nation-wide.

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About PermataBank

PT Bank Permata Tbk ("PermataBank") was formed by a merger of five banks PT. Bank Bali Tbk, PT. Bank Universal Tbk, PT. Bank Artamedia, PT. Bank Patriot dan PT. Bank Prima Express in 2002, currently has grown into a leading private bank, and provides comprehensive and innovative products and services, especially in the area of high-tech delivery channels including Internet Banking and Mobile Banking. PermataBank aspires to be the outstanding financial services provider in Indonesia, focusing on Consumer and Commercial segments. Serving approximately 1.9 million customers in 55 cities in Indonesia, PermataBank has around 5,000 employees, 279 branches (including 10 sharia branches) and 569 ATMs (including 1 sharia ATM) with additional access to more than 20,000 ATMs (VisaPlus, Visa Electron, MC, ALTO, ATM Bersama, ATM BCA).

Recent acknowledgments to PermataBank's transformation are 2009 Islamic Finance Award & CUP 2009 (IFAC 2009), 1st position category the sharia unit, by asset > Rp.1 trillion and 1st position the most profitable, by asset >Rp.1 triliun from Karim Business Consulting, Overall Winner and First Prize Winner within the listed private financial institution category in the Annual Report Award 2008, Banking Service Excellence Awards 2009 (10 awards for conventional and 7 awards for syariah) from MRI & InfoBank, MURI Award for first time saving together for students under 17 years age in 12 cities from MURI, Corporate Governance Award for Best Equitable Treatment of Shareholders category from Business Review, Asosiasi Emiten Indonesia and IICD, 2nd position Best CEO in Asia Best Managed Companies and 8th position Best Corporate Governance in Asia Best Managed Companies from Finance Asia Magazine, the Most Prestigious Carre' for the fourth consecutive time at CSSL's Annual Call Center Award 2009 and Banking Efficiency Award 2009 from Bisnis Indonesia. PermataBank's website can be accessed at <http://www.permatabank.com>.

About PT Prudential Life Assurance

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 30 September 2009, Prudential Indonesia had 7 sales offices (Jakarta, Medan, Surabaya, Bandung, Batam, Denpasar and Semarang) and 192 agency offices (including Jakarta, Surabaya, Medan, Bandung, Yogyakarta, Batam and Bali). Prudential Indonesia has a network of more than 85,000 agents, serving more than 846,000 customers.

Prudential has been acknowledged with numerous awards from the media and other independent organizations, with 12 of the awards given in 2009. Among them Prudential was recognized as 7-time best insurance company from Investor Magazine, 3-time most admired company from BusinessWeek magazine, 2-time service quality award from Marketing Magazine, and best brand as well as customer satisfaction awards from SWA Magazine.

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