



PRESS RELEASE

Jakarta, 23 February 2010

Prudential Reaffirms Commitment to Listen Launches “The Power of Listening” Campaign in Indonesia

Jakarta, 23 February 2010 – As part of a regional campaign that sets to reaffirm Prudential’s commitment and position as the premier financial services institution that listens, PT Prudential Life Assurance (Prudential Indonesia) announced “The Power of Listening” campaign in Indonesia by holding a media session to explore the many facets of listening among journalists. The interactive gathering was led by prominent communications speaker, Kafi Kurnia, who discussed the importance of taking time to listen to communities around them.

“Listening is a skill that are used by people from all walks of life to effectively communicate and achieve better understanding for themselves, their businesses and their communities. As a business entity, Prudential has committed to listening and understanding the needs of the public in Asia for many years, and this campaign looks to re-confirming that commitment of providing best-in-class services and needs-based solutions“, says Nini Sumohandoyo, Corporate Marketing and Communications Director of Prudential Indonesia.

Nini continued, “We believe that best-in-class financial services can only come through listening. Prudential has always strived to listen through various researches that we do over the years and gathering inputs from our stakeholders to continually enhance our services and produce products that meet their needs.

The campaign is rolled out in Asia to nine countries in seven different languages and had been initially launched in Singapore and Hong Kong. The campaign in Indonesia is marked by the new series of advertisements which will be airing on terrestrial and cable/satellite TV stations, radio stations, online media, published in national print media and other venues effective 28 February 2010.

As part of the campaign, Prudential Indonesia has also launched a series of programs for staff and agents to better understand and implement its listening commitment, and will also stage a photo contest with the theme of “The Power of Listening” which targets nation-wide journalists.

“We hope that through this campaign, we will be able to listen and understand even better the needs of our customers, the general public, our business partners, our sales force and our staff, so that Prudential continues to strengthen its foundations in support of our long term commitment of service in the country,” closes Nini.

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 **£245 billion (Rp4,115 trillion as at 30 June 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 30 June 2009 Prudential Corporation Asia’s total sales by Annualized Premium Equivalent (APE) in Asia is **£553 million (Rp9.23 trillion)**. It is supported by over 415,000 networks of sales force and employees across the region, providing service to over 12 million customers.

About PT Prudential Life Assurance

Established in 1995, PT Prudential Life Assurance (Prudential Indonesia) is a subsidiary of Prudential plc. With the advantage of combining Prudential’s global experience in life insurance for 160 years and the local business know-how, Prudential Indonesia is committed to develop its business in Indonesia.

Our willingness to listen and our ability to understand have made Prudential Indonesia a leader in unit-linked products (life insurance products that are combined with investments) in Indonesia since 1999. Prudential Indonesia also offers a variety of products and services that are designed to fit and accommodate the needs of its customers in Indonesia.

Up to 30 June 2009, Prudential Indonesia has 7 Sales Offices (Jakarta, Medan, Surabaya, Bandung, Denpasar, Batam and Semarang) and 183 agency offices (including in Jakarta, Surabaya, Medan, Bandung, Yogyakarta, Batam and Bali). Prudential Indonesia is supported by over 75,000 network of sales force serving more than 800,000 customers.

For more information, contact:

Nini Sumohandoyo

Corporate Marketing & Communications Director

PT Prudential Life Assurance

Prudential Tower

Jl. Jend. Sudirman Kav. 79

Jakarta 12910

Phone : 021 2995 8888

Faximile : 021 2995 8855

E-mail : nini.sumohandoyo@prudential.co.id