

NEWS RELEASE

Prudential Indonesia and UOB Buana form strategic bancassurance alliance

Customers to benefit from UOB Buana's strong distribution network and Prudential's comprehensive product suite

Jakarta, 3 June 2010: PT Prudential Life Assurance (Prudential Indonesia) and PT Bank UOB Buana (UOB Buana) today announced the launch of their strategic partnership aimed at growing their bancassurance business in Indonesia.

This arrangement delivers significant benefits to customers. UOB Buana's customers in Indonesia will have access to Prudential Indonesia's innovative and market-leading portfolio of insurance products via the Bank's strong branch network across the country.

For Prudential Indonesia, the alliance with UOB Buana will significantly expand and enhance its bancassurance network in Indonesia and further consolidate its leading position in the market, where it is currently a top three life insurer with strong distribution capabilities through its tied licensed agency force of 62,000 as well as bank and non-bank distribution partnerships. The alliance also proves Prudential Indonesia's success in developing a multi-channel distribution platform that features selling insurance through its partners.

Under the alliance, Prudential Indonesia 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 UOB Buana. This partnership will further enhance UOB Buana's capability in delivering the best products to suit customers' broad financial needs.

For UOB Buana, the Prudential Indonesia partnership will enable the Bank to focus on strengthening its insurance distribution capability and accelerate the growth of its bancassurance business. It will further enhance UOB Buana's capability in delivering the best products to suit customers' financial needs.

Commenting on the Indonesia partnership, William Kuan, Senior Vice President Director of Prudential Indonesia, said, "Bancassurance is one of the key distribution channels for us in Indonesia and we are delighted to enter into this partnership with UOB Buana, which greatly extends the reach of our distribution capabilities across the country and enables us to provide Prudential Indonesia's leading

platform of life insurance products to UOB Buana's customers. We look forward to building a strong and successful partnership with UOB Buana in Indonesia."

Armand B. Arief, President Director of UOB Buana, said, "We are delighted to have Prudential Indonesia as our partner. This long-term regional partnership allows us to leverage our distribution strength in Indonesia, while tapping the expertise of a leading life insurer. UOB Buana can focus on building our strengths, while working with Prudential to grow the bancassurance business. Through this partnership, we can offer our customers a more comprehensive range of insurance products to meet their needs."

The 12-year alliance in Indonesia follows on an earlier agreement announced by Prudential and United Overseas Bank Limited (UOB) in Singapore on 6 January 2010 covering bancassurance cooperation in Singapore, Thailand and Indonesia.

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About PT Bank UOB Buana

Established in Jakarta in 1956, UOB Buana is one of prominent banks in Indonesia with 205 offices network including 129 ATMs in strategic locations in 30 cities in 18 provinces across Indonesia. UOB ATM in conjunction with network of ATM Bersama and regional networks of UOB and VISA, enables customers of UOB Buana ability to transact through ATM across Indonesia but also through ATM in Southeast Asia and even around the world.

UOB Buana is 98.997% owned by United Overseas Bank International Investment Private Limited (UOBII). UOBII is fully owned by United Overseas Bank Ltd, Singapore.

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 31 March 2010, Prudential Indonesia had 7 sales offices (Jakarta, Medan, Surabaya, Bandung, Batam, Denpasar and Semarang) and 202 agency offices (including Jakarta, Surabaya, Medan, Bandung, Yogyakarta, Batam and Bali). Prudential Indonesia has a network of more than 62,000 licensed agents, serving more than 972,000 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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