

**MEDIA RELEASE**

**Jakarta**, January 22<sup>nd</sup>, 2014. - Eastspring Investments Indonesia today announced the launch of its institutional business in Jakarta, drawing on the asset manager's deep Asia investment expertise.

Eastspring Investments' institutional business ranks fifth largest institutional manager in Asia according to the *Asia Asset Management Fund Manager Survey 2013* which ranked 60 asset managers in the survey.

Eastspring Investments was also named the largest retail fund manager company in Asia based on the same survey and The Best Asset Management company in South East Asia by *The Asset Asian Award 2013*.

"The launch of Eastspring Investments' institutional business is in line with our commitment to make our deep investment knowledge available to institutions and retail customers alike in Indonesia," Chief Executive Officer, Riki Frindos said.

"Eastspring Investments Indonesia's offers a wide variety of investment capabilities across a range of asset classes, with a primary focus on Indonesia's equity and bond markets," added Mr. Riki.

During the launch, Eastspring Investments Indonesia hosted the Institutional Business Investments Seminar with the theme "Facing the Challenges of a Greying Asia". Delegates at the seminar heard from Singapore-based Eastspring global strategist Robert Rountree, and Prof. Dr. Suahasil Nazara, a professor of demography from the University of Indonesia.

"An ageing population is a phenomenon not limited to developed nations," Mr Rountree said. "The challenge of preparing for an ageing population in developing nations is increasing, while the birth rates in Asia have fallen well below birth rates in Europe and USA," he explained.

The implications of an ageing population in the region include impacts on the dependency ratio, a greater demand for increased government spending on health care and pensions, higher taxes, shortage of workers and higher savings for pensions may reduce the capital available for investment which is so important in developing markets. At the same time, pension coverage ratios in emerging Asian countries remains low when compared with developed markets.

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“The primary focus of our institutional business primary focus will be to manage the assets of pension funds, foundations and corporations. With our heritage steeped in managing life insurance assets for our partner, Prudential plc, for many years, our understanding of the asset liability matching challenges are significant. The ability to tap this experience and apply it to institutional clients’ portfolios brings a unique blend of experience of the segment and of markets to potential clients,” said Mr Riki.

### **About Eastspring Investments Indonesia**

Since its inception in April 2012, PT Eastspring Investments Indonesia has launched four mutual fund products that are distributed through partner banks including two equity mutual funds and two fixed income mutual funds available to retail investors.

As of September 2013, Eastspring Investments Indonesia asset under management has reached Rp 37.22 trillion (USD 3.22 billion), which includes mutual funds and discretionary funds. This positions Eastspring Investments Indonesia as one of the country’s largest investment management companies. Eastspring Investments Indonesia also has one of the largest investment teams in the industry.

Eastspring Investments, part of Prudential Corporation Asia, is Prudential’s<sup>1</sup> asset management business in Asia. We are one of the region’s largest asset managers, with operations in 14 markets (including offices in the US and Europe) with about US\$97 billion (about £60 billion) in assets under management (at September 30, 2013). In 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.

About one-third of Eastspring Investments’ total assets are sourced from third party clients including a wide range of retail and institutional investors. We also manage the assets of life and pension products sold by Prudential Group in the UK, the US and across Asia.

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.

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