

Eastspring Investments opens UK office

SINGAPORE (30 September 2013) – Eastspring Investments, the Asia asset management arm of UK-based Prudential plc, today announced the opening of its UK office enabling the fund house to take its Asia investment expertise to prospective UK and European investors.

This follows the announcement in April of the establishment of its Luxembourg-based EU management company. Eastspring Investments currently has about US\$18 billion (about £12 billion) in assets under management on the SICAV fund platform.

The UK office, a branch of the Luxembourg entity, will take Eastspring Investments' Asia investment expertise to institutional and wholesale investors. Eastspring Investments is one of Asia's largest asset managers with more than US\$94 billion (about £62 billion) in assets under management which are managed out of the central investment hub in Singapore.

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“The opening of our London office is a major milestone for our firm and offers significant growth opportunities. The opening of our UK office will allow us to take our proven Asian investment expertise to investors seeking exposure to Asian equities and fixed income,” said Mr Guy Strapp, Chief Executive of Eastspring Investments.

“Asia remains a key destination for investors seeking diversification through value opportunities,” he said.

“Our distribution team will look at extending Eastspring Investments' relationships with the European offices of global and private banks' in order to distribute our range of SICAV funds. Our institutional sales team will develop relationships with European and Middle Eastern institutions who are planning to increase their exposure to the world's fastest growing region.”

In line with this, Mr Strapp announced the appointment of two industry veterans, Russell Danby and Gordon Hogarth to spearhead the business.

Mr Danby joins Eastspring Investments as Head of Wholesale Business, UK and Europe. In this new role, Mr Danby will engage with both private and global banks to build product distribution. Mr Danby was previously Vice President, Head of Sales at Capital Group.

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Mr Hogarth joins the asset manager as Head of Institutional Business, Europe and the GCC. Previously, Mr Hogarth worked at Affiliated Managers Group (AMG) as Managing Director, Head of European Distribution.

In addition, Eastspring Investments announced the relocation to London of Piers Wheeler, Director of Institutional Business, from the firm's regional hub in Singapore. Mr Wheeler will help develop Eastspring Investments' institutional business in Europe and the Middle East. Mr Wheeler joined Eastspring Investments in mid-2012 from AMP Capital where he was Head of Institutional Business in the Middle East.

Eastspring Investments has operations in 11 markets across Asia and investment teams in nine of those, comprising about 300 investment professionals.

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Guy Strapp
Chief Executive



Gordon Hogarth
Head of Institutional Business for
Europe and the GCC



Russell Danby
Head of Wholesale Business
UK and Europe



Piers Wheeler
Director of Institutional Business

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About Eastspring Investments:

Eastspring Investments, part of Prudential Corporation Asia, is Prudential's¹ asset management business in Asia. It is one of Asia's largest asset managers, with operations in 14 markets (including offices in the US, Luxembourg and now, in the UK) and just under 2,000 employees in Asia and about US\$94 billion (£62 billion) in assets under management (at June 30, 2013).

More than one-third of Eastspring Investments' total assets are sourced from third party clients including a wide range of retail and institutional investors. Eastspring Investments also manages the assets of life and pension products sold by Prudential Group in the UK, the US and across 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. The business opened a US sales operation in 2012 and established a management company in Luxembourg earlier this year.

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.

This press document is issued in Singapore by Eastspring Investments (Singapore) Limited and has not been reviewed by the Securities and Futures Commission of Hong Kong.

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For more information on Eastspring Investments, please visit: www.eastspringinvestments.com

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¹ Prudential plc, incorporated and with its principal place of business in England, and its affiliated companies constitute one of the world's leading financial services groups and has been in existence for over 160 years. It provides insurance and financial services directly and through its subsidiaries and affiliates throughout the world. Prudential plc is not affiliated in any manner with Prudential Financial, Inc, a company whose principal place of business is in the United States of America

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