

Press Release

**For Immediate Release**  
**22 August 2006**



## Suraj Mishra appointed CEO of Prudential Asset Management (Singapore) Limited

Mr Suraj Mishra has been appointed Chief Executive Officer of Prudential Asset Management (Singapore) Limited (PAMS). This appointment takes effect from 16 August 2006.

Mr Mishra's career with Prudential began when he joined Prudential ICICI Asset Management, India in April 1998. Mr Mishra was Senior Vice President and Head of Marketing until July 2001, when he was transferred to Singapore. Mr Mishra has been responsible for a number of initiatives including setting up the Regional Product Development and Investment Services as a centre of excellence for both Mutual Funds and Life Investment Linked insurance products. He was appointed Regional Director of International Funds and Deputy CEO of Prudential Unit Trust in 2004. In this role, Mr Mishra was responsible for the development and growth of Prudential's offshore funds in Singapore, Hong Kong, Korea, Malaysia and Taiwan.

As CEO of PAMS, Mr Mishra will have oversight for Prudential's large and growing fund management business in Singapore with an emphasis on growing its retail presence. Prudential's fund business in Singapore has 147 staff<sup>1</sup> and approximately S\$32.20 billion of assets under management<sup>2</sup>.

"The opportunities in the market are considerable and I am glad that we are able to provide such opportunities for growth to our talented people," said Mr Ajay Srinivasan, Chief Executive, Fund Management of Prudential Corporation Asia. "Mr Mishra brings to his new role an array of skills and expertise and I am confident that under his leadership, PAMS will move to a new level of growth"

Mr Mishra has an MBA (Finance) from the University of District of Columbia, Washington D.C.

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<sup>1</sup> As of 22 August 2006

<sup>2</sup> As of 30 June 2006



### **About Prudential**

Prudential Asset Management (Singapore) Limited (“PAMS”) is an ultimately wholly owned subsidiary of Prudential plc. PAMS was set up as a company in 1994. As of 30 June 2006, Prudential plc has over 21 million customers worldwide and over US\$440 billion of funds under management. As at 30 June 2006, PAMS has approximately S\$32.20 billion of assets under management of which approximately S\$12.18 billion are discretionary funds managed in Singapore.

PAMS enjoys direct access to extensive global research and fund management capabilities of the Prudential Group in Europe, USA and key Asian markets including Japan, Taiwan, Korea, India and Malaysia. It recently won the “Most Improved Retail Fund House in Singapore for 2005” merit award by Asia Asset Management magazine<sup>3</sup> and Gold award in the Reader’s Digest Singapore Trusted Brand Awards 2006 for the “Most Trusted Investment Fund Company in Singapore” category<sup>4</sup>.

These recent accolades reflect Prudential’s respectable track record of steady performances and our commitment to add real value to our customers through innovative products and customer centred services.

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<sup>3</sup> Asia Asset Management Magazine, January 2006

<sup>4</sup> Reader’s Digest Singapore Trusted Brand Awards, 26 April 2006