

Prudential Fund Management Announces Income Distribution for 5 Funds

28 May 2011– Kuala Lumpur. Prudential Fund Management Berhad today announced an annual income distribution for the five of its funds as follows:-

Fund	Financial year end	Gross Distribution per Unit (sen)	Dividend yield as at Financial Year End
PRUdana al-ilham	March	6.08	5.3735%
PRUdana al-islah	March	3.88	5.1537%
PRUdana dinamik	September	2.08	2.6741%
PRUdana wafi	March	1.60	2.8970%
Prudential Asia Pacific Equity	March	2.33	4.2198%

All unit holders who have maintained their unit holdings as at 26 May 2011 will be entitled to this income distribution. The income distribution cheques are expected to be sent out by 8 June 2011.

Funds' strategy

The funds' income distribution comes on the back of solid fund performance in their respective financial years. The equity funds, such as PRUdana al-ilham and PRUdana dinamik took on a few high beta Shariah compliant stocks to capitalize on any market rally on the back of positive news flow concerning ETP-related projects and government reforms, strengthening Ringgit as well as commodity prices.

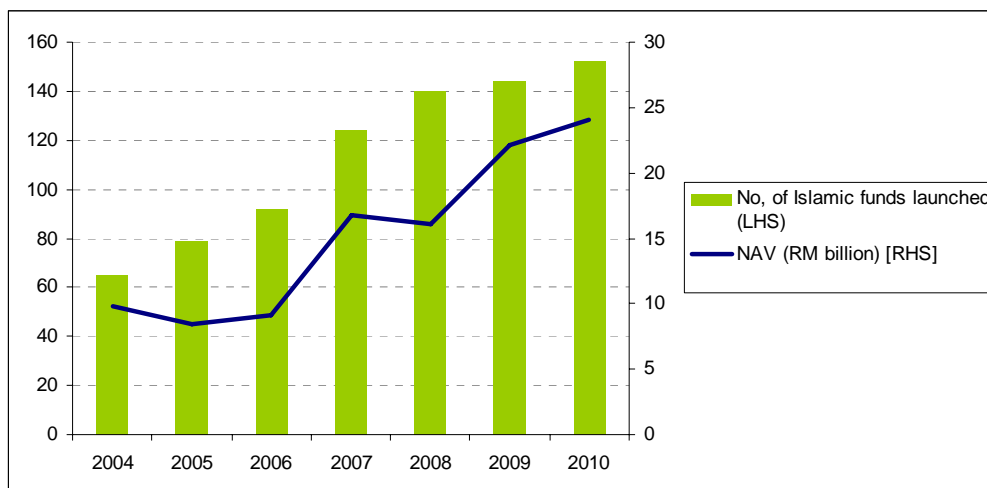
Prudential Asia Pacific Equity's telecom positions were reduced across the board and turned to add Chinese and later Australian banks. Following the strong performance of Australian financials however, the Fund Manager took profit and scaled back the position in Australia. The investment process of the Fund remains valuation focused but with a tilt towards yield which results in some country and sector bias.

PRUdana al-islah and PRUdana wafi maintained a cautious trading mode and credit outlook, while focusing on new high-grade papers for yield enhancement.

Islamic Fund Management

The Islamic fund management industry continues to be one of the fastest growing segments in Malaysia's Islamic capital market with an annual compounded growth of more than 25% over the last five years¹.

¹ Malaysian ICM, December 2010, Securities Commission



Source: www.sc.com.my, Data and Statistics

In 2010, 8 Islamic unit trust funds were launched, demonstrating that there is still a healthy appetite for Shariah-based investments. As at 31 December 2010, there are 152 Islamic unit trust funds with a total NAV of RM23.02 billion².

Recent mutual recognition arrangements (MRAs) were undertaken by the Securities Commission with other strategically important markets. Currently the SC has MRAs with the Dubai Financial Services Authority and the Securities and Futures Commission of Hong Kong. These agreements helped to widen the industry's distribution network and promote exchange of ideas to enhance product offerings. Prudential Fund Management Berhad was one of the company's who have taken leverage on the MRA and launched its first multi-share class fund, the Prudential Shariah Opportunities – Asia Pacific Equity Fund, which is denominated in USD and currently marketed in Dubai.

end

Prudential Fund Management Berhad.

Prudential Fund Management Berhad (PFMB) is part of Prudential plc (United Kingdom). Prudential plc is an international financial services group providing retail financial products and services and fund management to many millions of customers worldwide. As a group, Prudential plc has, as of 31 December 2010, over GBP340 billion of funds under management, and more than 25 million customers worldwide.

PFMB offers a comprehensive range of unit trust funds, and manages customised portfolio mandates for corporations, institutions, as well as government and pension funds. As the investment arm for Prudential's group in Malaysia, PFMB is also responsible for managing the Prudential Assurance Malaysia Berhad and Prudential BSN Takaful's investment-linked funds since January 2008 bringing its total funds under management to RM16.8 billion as at 31 December 2010.

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² Malaysian ICM, December 2010, Securities Commission.