



**PRUDENTIAL**

## NEWS RELEASE

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### **Prudential plc announces recruitment of third intake onto leadership development programme, Momentum**

- 1,700 applications received in 2009 - double the number of applicants vs. 2008
- Applications received from 49 different countries
- Programme spans all four of Prudential's businesses
- 17 new participants working across 13 businesses in eight countries

Prudential plc today announces the recruitment of 17 new participants into its leadership development programme, Momentum. Today's induction brings the total number of participants in the programme to 37 working across all four of Prudential's businesses in Asia, the US and the UK. Participants are working in a number of roles across Finance, Human Resources, Commercial Management and Communications. In recruitment for its third intake, it received double the number of applicants compared with the previous year and attracted applications from 49 different countries.

Launched in 2007, the Momentum Programme recruits and develops talented individuals from across the globe to work in Prudential's businesses. The programme is open to high-performing individuals with three to five years' work experience with the potential to move to a role in Prudential's Leadership Team within 10 to 15 years. The programme lasts four to six years and is based on three rotational assignments. Momentum candidates fill existing vacancies in the organisation and compete for their roles against other internal and external candidates.

Tidjane Thiam, Group Chief Executive, Prudential plc says, *"The long term future of our company primarily depends on our ability to recruit and create opportunities for talented young people. I am a strong supporter of the Momentum programme and take a personal interest in each participant's career path."*

Laurence Barrett, Director of Group Resourcing and Development says, *"Momentum is key to the culture of our organisation and helps to change the way everyone in our company views and develops talent. We have already seen this happening through the first two Momentum Cohorts, their managers, mentors and supporting stakeholder networks and we are looking forward to working with our third intake of individuals to help us continue on this journey"*.

For more information please visit [www.prudentialmomentum.com](http://www.prudentialmomentum.com)

**Ends**

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**Notes to Editors:**

## **1. About Prudential plc**

\* Prudential plc, is a company incorporated and with its principal place of business in England, and its affiliated companies constitute one of the world's leading financial services groups.

It provides insurance and financial services directly and through its subsidiaries and affiliates throughout the world. It has been in existence for over 160 years and has £245 billion in assets under management (as at 30 June 2009). 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.

### **Forward-Looking Statements**

This statement may contain certain 'forward-looking statements' with respect to certain of Prudential's plans and its current goals and expectations relating to its future financial condition, performance, results, strategy and objectives. Statements containing the words 'believes', 'intends', 'expects', 'plans', 'seeks' and 'anticipates', and words of similar meaning, are forward-looking. By their nature, all forward-looking statements involve risk and uncertainty because they relate to future events and circumstances which are beyond Prudential's control including among other things, UK domestic and global economic and business conditions, market related risks such as fluctuations in interest rates and exchange rates, and the performance of financial markets generally; the policies and actions of regulatory authorities, the impact of competition, inflation, and deflation; experience in particular with regard to mortality and morbidity trends, lapse rates and policy renewal rates; the timing, impact and other uncertainties of future acquisitions or combinations within relevant industries; and the impact of changes in capital, solvency or accounting standards, and tax and other legislation and regulations in the jurisdictions in which Prudential and its affiliates operate. This may for example result in changes to assumptions used for determining results of operations or re-estimations of reserves for future policy benefits. As a result, Prudential's actual future financial condition, performance and results may differ materially from the plans, goals, and expectations set forth in Prudential's forward-looking statements. Prudential undertakes no obligation to update the forward-looking statements contained in this statement or any other forward-looking statements it may make.