



TUN RAZAK EXCHANGE

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TUN RAZAK EXCHANGE TO WELCOME PRUDENTIAL

Prudential's new headquarters underscores confidence in KL's international financial district

KUALA LUMPUR, 21 August 2017 –Prudential will be relocating its headquarters to a 27-storey building in the upcoming Tun Razak Exchange, Malaysia's first dedicated international financial district.

Slated for opening by 2019, the building will house all of Prudential's life insurance and asset management businesses in Malaysia under one roof.

Welcoming Prudential to Kuala Lumpur's (KL) first dedicated international financial district, Dato' Azmar Talib, Chief Executive Officer of master developer TRX City Sdn Bhd said: "It is with great pleasure that we welcome Prudential, one of the world's largest insurance companies, to TRX. We now move even closer towards realising TRX as a truly international financial district, with the confirmed participation of some of the world's top banks and financial institutions."

The commercial tower, currently under construction, is developed by TRX. Located at a strategic location, the Prudential plot is adjacent to TRX's main pedestrian gateway from the Bukit Bintang area.

Currently, Prudential's offices are spread out across Jalan Sultan Ismail and Bukit Bintang. The move will consolidate all its operations in the new building, which will also include a walk-in customer service centre.

The modern contemporary building, incorporating the traditional Malaysian element of *tengkolok di-Raja* (a Malay royal headgear), is purpose-built to support the future requirements of Prudential's wide-ranging businesses.

Prudential has been in Asia for more than 90 years, with Malaysia as its longest established operation in the region.

Dato' Azmar Talib said, "The relocation of Prudential's headquarters to TRX also underlines the strong confidence that international investors have in TRX, a project of significant national interest. TRX will be KL's best international business address and the city's new central business district, backed by resilient infrastructure, sustainable features



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and liveable public spaces. We are confident that we will deliver a world-class international financial district that Prudential will be proud to call Home.”

A 70-acre development, TRX is located at the heart of one of Asia’s most dynamic economies. It will strengthen Kuala Lumpur’s position as a leading centre for international finance and business by creating a seamless and central business environment for financial services firms, multinational companies (MNCs) and supporting ancillary businesses.

Around 70 per cent of the plots available in TRX have been commercialized, and TRX City continues to receive significant interest from various local and international investors and tenants, including several of the world’s major banks and financial institutions.

To date, TRX has signed global property and infrastructure group Lendlease to jointly develop the Lifestyle Quarter; HSBC Malaysia and Affin Bank Berhad for office towers; Indonesia’s leading property developer Mulia International to develop the Signature Tower plot; Lembaga Tabung Haji and WCT Bhd for residential plots, and global leader in water management Veolia Water Technologies as the water treatment and recycling concessionaire.

Awarded with Malaysia’s first provisional neighbourhood-level GBI Township Platinum certification, TRX’s masterplan combines sustainability, attractive public domains and great connectivity to create a world-class international financial district.

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