

【For Immediate Release】

**M&G increases access to Chinese equity investment opportunities
with selection of Value Partners**

(Hong Kong, 16 December 2020) Value Partners Group Limited (“Value Partners” or “the Company”) is pleased to announce that it has been selected by M&G to manage a mandate in excess of £500 million – a portion of M&G’s overall £2 billion plus exposure to Chinese equities – focusing on a blend of actively managed onshore and offshore Chinese equities, using the MSCI China All Shares Index.

M&G, a leading savings and investments business headquartered in the UK, chose Value Partners after a highly competitive worldwide search.

The mandate recognizes Value Partners’ longstanding strength as a bottom-up stock-picker, and proven track record in China investing. The firm has won more than 230 performance awards and industry prizes since its inception in 1993. The decision underscores a growing recognition by institutional asset allocators of the need to invest in core Chinese equities via firms with a strong local presence, rather than more remote investment through a wider emerging market portfolio.

Established by internationally renowned value manager Dato’ Seri CHEAH Cheng Hye, Value Partners, with over 70 on-the-ground investment professionals based in Hong Kong, mainland China and Malaysia, is one of Asia’s largest independent asset management firms.

In 2007, the Company was the first asset management firm to be listed on the Main Board of the Hong Kong Stock Exchange and it has celebrated 11 years on the Chinese mainland where it is considered a pioneer and market leader in its sector and where it has offices in Shanghai, Beijing and Shenzhen. It has a further presence in Singapore, Kuala Lumpur and London.

Dato’ Seri CHEAH Cheng Hye, Co-Chairman and Co-Chief Investment Officer of Value Partners said, “We consider ourselves a pioneer in investing in China based on fundamental research and a ‘quality value’ strategy. Currently, China has a middle-class population in excess of 400 million people and this number is projected to double within the next one-and-a half decades. There really is no shortage of investment opportunities and we feel well equipped to get the job done.”

Mr. Hendrik von Ripperda-Cosyn, Country Head and Managing Director, European Business of Value Partners, is excited about the appointment. “We are proud to have been chosen as the investment specialist to help M&G manage its China equity allocation, and look forward to seeing the mandate grow. As a result of the growth of China’s equity markets, both in terms of global index weightings and overall market capitalisation, we are now seeing an increasing number of asset owners beginning to implement dedicated, standalone China allocations. We expect this to be the beginning of a major shift in strategic asset allocations toward China.”

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About Value Partners Group Limited

Value Partners is one of Asia's largest independent asset management firms that seek to offer world-class investment services and products. The company's assets under management were US\$12.5 billion as of 31 October 2020. Since its establishment in 1993, the company has been a dedicated value investor in Asia and around the world.

In November 2007, Value Partners Group became the first asset management firm to be listed on the Main Board of the Hong Kong Stock Exchange (Stock code: 806 HK). In addition to its Hong Kong headquarters, the firm operates in Shanghai, Shenzhen, Kuala Lumpur, Singapore, and London, and maintains representative office in Beijing. Value Partners' investment strategies cover equities, fixed income, multi-asset, quantitative investment solutions, real estate and alternatives for institutional and individual clients in Asia Pacific, Europe, and the United States. For more information, please visit www.valuepartners-group.com.

About M&G

M&G is an international savings and investments business, managing money for both individual savers and institutional investors in 28 markets. As at 30 June 2020, M&G had £339 billion of assets under management and administration, around 5 million retail customers and more than 800 institutional clients.

With a heritage dating back more than 170 years, M&G has a long history of innovation in savings and investments, combining asset management and insurance expertise to offer a wide range of solutions. We serve our savings and insurance customers under the Prudential brand in the UK and Europe and for asset management in South Africa, and under the M&G Investments brand for asset management clients globally.

M&G has committed to achieve net zero carbon emissions on its total book of assets under management and administration by 2050 and committed to reduce operational carbon emissions as a corporate entity to net zero by 2030.

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