

## Pramerica Mutual Fund

Pramerica Equity Fund & Pramerica Dynamic Fund

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## Markets @ 20,000: Then and Now



Market Indicators	8 <sup>th</sup> Jan 2008	24 <sup>th</sup> Sep 2010	
Sensex	20873	20045	
Market Capitalization/GDP multiplier	1.6x	1.2x	
Forward P/E (1 year forward)	26.2x	18.9x	
Forward P/B (1 year forward)	4x	3x	
Earnings Yield (%) (1 year forward)	3.8	5.3	
Dividend Yield (%) (1 year forward)	1	1.1	

Other Indicators	8 <sup>th</sup> Jan 2008	24 <sup>th</sup> Sep 2010
INR-USD exchange rate	39.23	45.3
10 year bond yield (%)	7.6	7.9

Indian Equity markets are reasonably valued compared to recent history.

<sup>\*</sup> Source: Bloomberg, Enam Securities

## Markets @ 20,000: Capital Flows



	31 Dec 2007	30 June 2010
Foreign Institutional Investors holding % of BSE200 Stocks	20.5%	17.3%

- FII holding still below peak levels seen in Sep 2007 (21.2%)
- In January 2008 (Sensex @ 20000), FII holdings were 3.2% higher than current levels.
- A 1% point increase in FII holding in Sensex stocks means additional inflow of roughly USD 10 bn.

Going forward, if the FII holdings reach Jan '08 levels, the markets would witness incremental flows of USD 30 billions

<sup>\*</sup> Source: Kotak Institutional Equities Database



### In the meantime

India Growth Story continues to shine...

## India Growth Story: Virtuous Growth Cycle



Growth and capital flows form a virtuous cycle



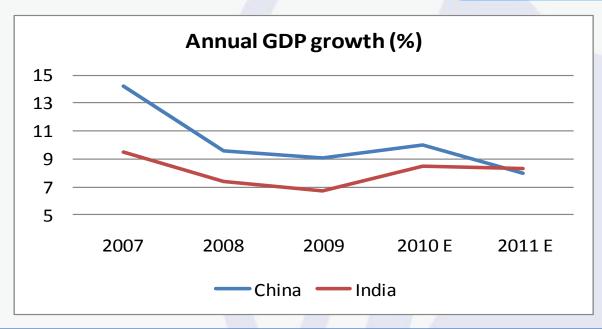
China: 1998 - 2009					
	1998	2009	Multiple		
GDP	\$1 .0 Tn	\$4.9Tn	5x		
Market Capitalization	\$0.26 Tn	\$3.5 Tn	13x		

At present, India is where China was in 1998 with GDP of ~USD 1Trillion

<sup>\*</sup> Source: Everbright Pramerica, Wind Information Company Limited

# India Growth Story: Rising star among emerging markets





Total Foreign Investment (USD Bn) -			
(FII+FDI)	2008	2009	2010 (E)
China	94	34	36
India	17	19	30

Indian GDP growth rate is expected to overtake that of China in 2011.

# Large Caps: Proxy to India Growth Story



- Capital flows primarily to Large Cap stocks
  - As of 30<sup>th</sup> June 2010, approximately 70% of the FII money has been invested into large caps

### As Large Caps have:

- Proven business models
- Resilience through market cycles
- History of corporate governance
- Capacity to scale up and potential to become global giants

<sup>\*</sup> Source: Kotak Institutional Equities, Bank of America Merrill Lynch Data, Bloomberg



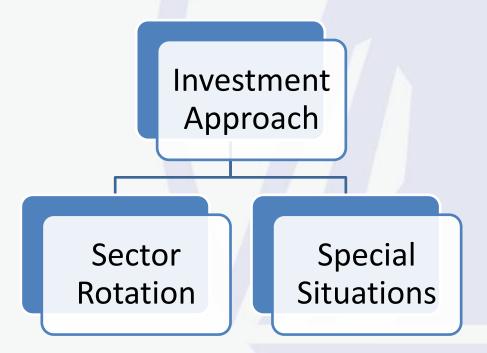
## Pramerica Equity Fund

An open-ended equity scheme

### Pramerica Equity Fund

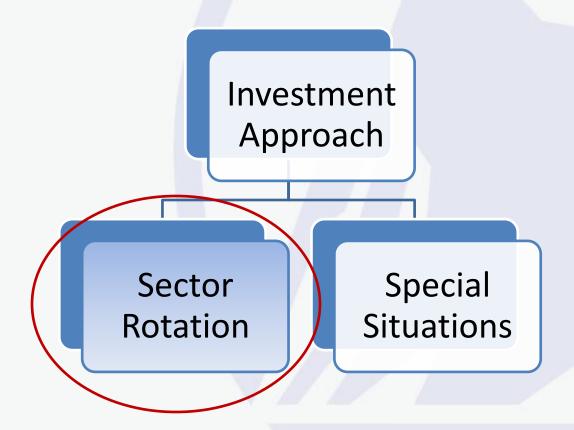


A fund designed to capture India Story by investing in the right sectors and special situations



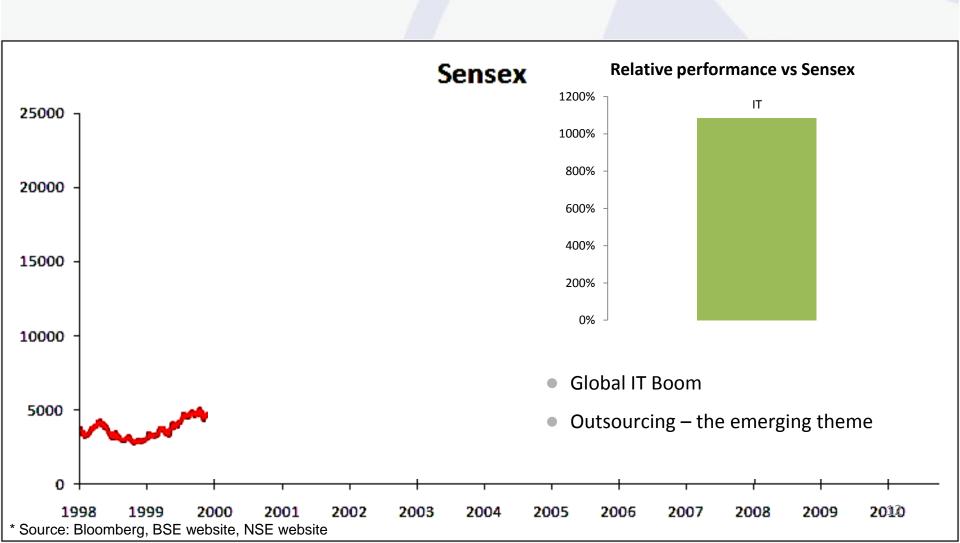
<sup>\*</sup>Listed companies for this purpose means the listed companies which comprise the top 75% of the total market capitalization of the NSE





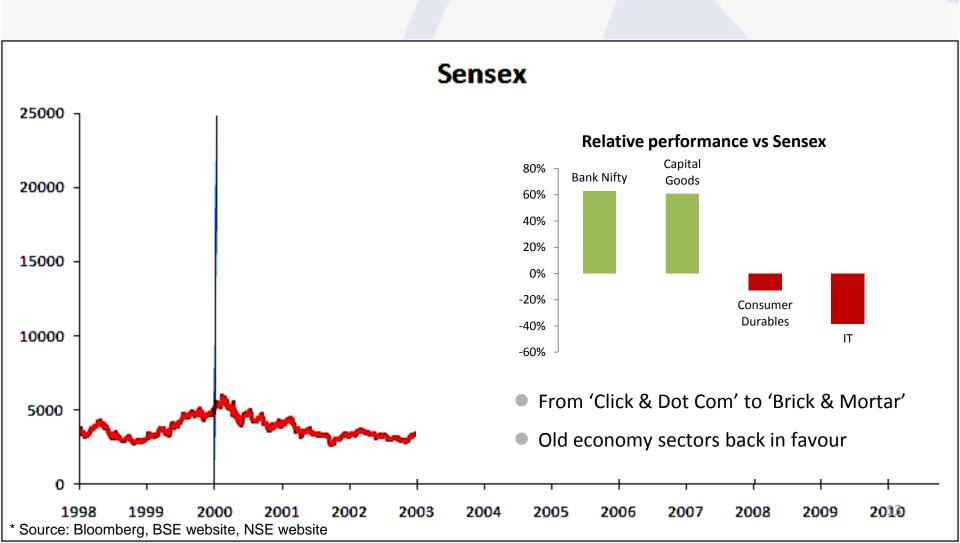
## Dec. 1998 – Feb. 2000 The Dot Com Bubble





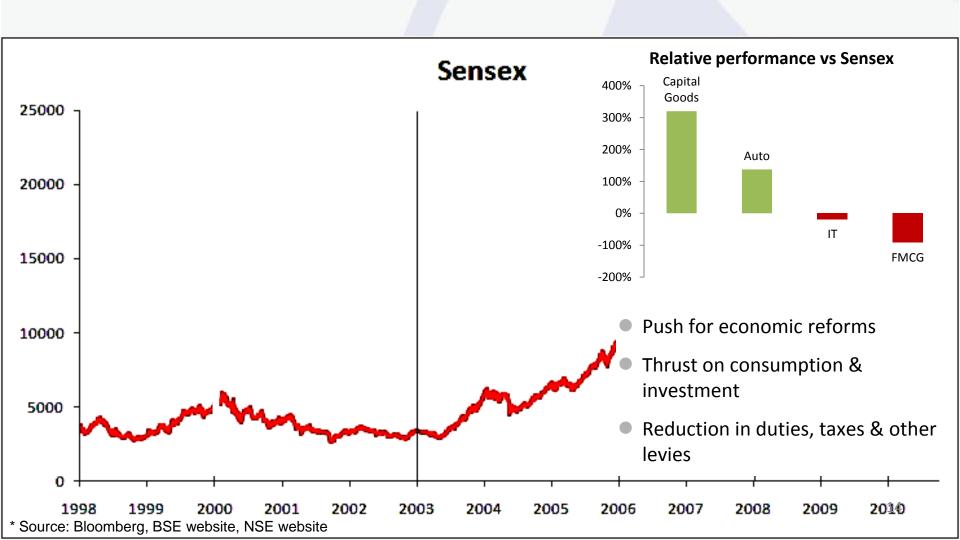
### March 2000 – April 2003 Return to 'Brick & Mortar'





## May 2003 – June 2006 India Reforms

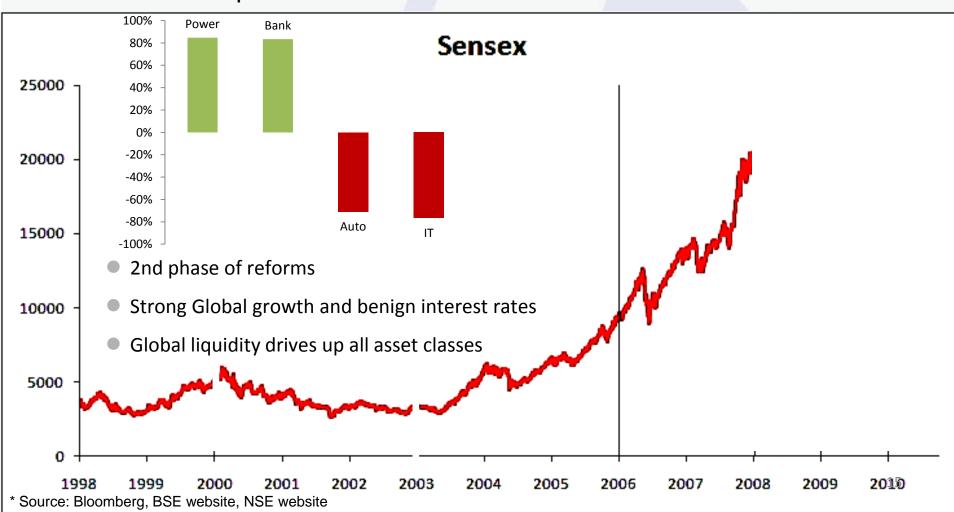




## June 2006 – January 2008 The 'Goldilocks' Effect



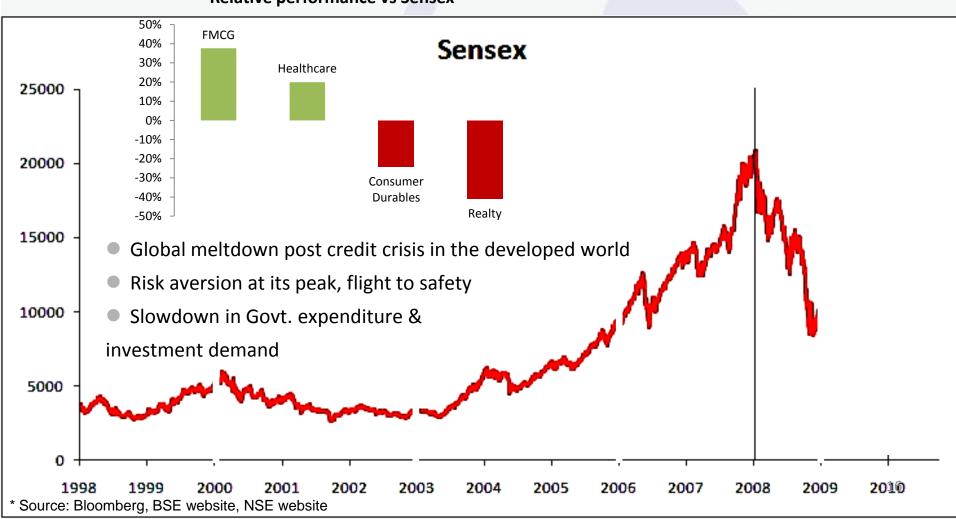
**Relative performance vs Sensex** 



## January 2008 – March 2009 The Global Meltdown



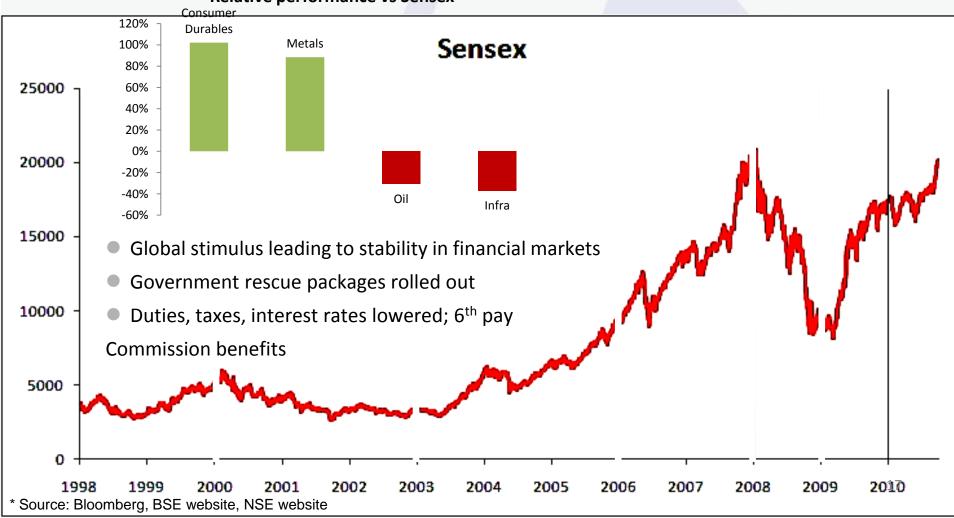
#### **Relative performance vs Sensex**



# April 2009 – Present India in limelight again



**Relative performance vs Sensex** 



# Our approach to Sector Rotation



- Higher exposures in 3-4 sectors within the portfolio
- Sector selection driven by:
  - Changes in macro factors interest rates, currency movement
  - Changes in commodity prices
  - Changes in technology or innovation
  - Changes in government policies, like duty structure, taxation etc.
- As the sector themes play out, reallocate into more attractive sectors
- Portfolio will be diversified across sectors with low correlation

### 2010-11: Key Macro Drivers



### Consumption

- Per capita income likely to increase from `45,000 to` 67,000 by 2015
- Change in aspiration and increased discretionary spending
- Higher discretionary spending in :
  - Organized Retailing
  - Education
  - Media
  - Lifestyle & Health Care

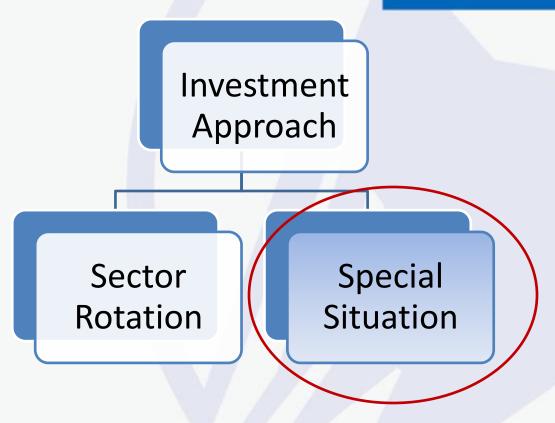
#### Investment

- Investment theme likely to gain momentum
- Emphasis on building infrastructure, needed to sustain 9%+ GDP growth
- Acceleration of reforms
  - Oil and gas price and fertilizer decontrol
  - Divestment of PSUs
  - Rural development
  - Introduction of GST and other tax reforms

### Agriculture

- Agriculture huge potential
- Enhancement of agri production
- Rural income will get a boost through:
  - Water and irrigation management
  - Logistics and supply chain management
  - Agriculture trading infrastructure and exchanges

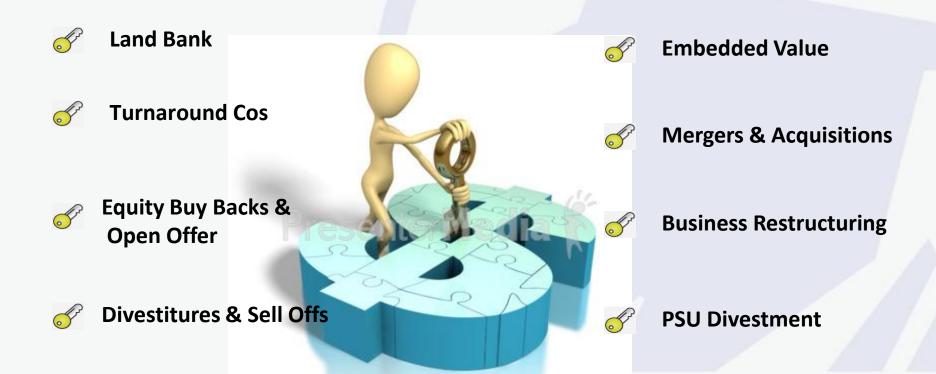




A bottom-up strategy that involves identifying companies which have great value-unlocking potential

### **Identifying Special Situation**





## An Example Raymond: a Land Bank story



- Raymond is an integrated Textiles to Retail player with a strong brand
- Company has surplus land of 120 acres near Mumbai (Thane) which will be developed resulting in value unlocking and re-rating of stock.
- Price as on April 2009 Rs. 87.35 per share

Particulars	Rs. Per Share
Textiles Business Value: 8 x EV/EBITDA	215
Real Estate (assuming partial development) Value	150
Intrinsic Value per share	Rs. 365
Current Price (Sep 2010)	Rs. 380

# Financial Technologies: an Embedded Value story



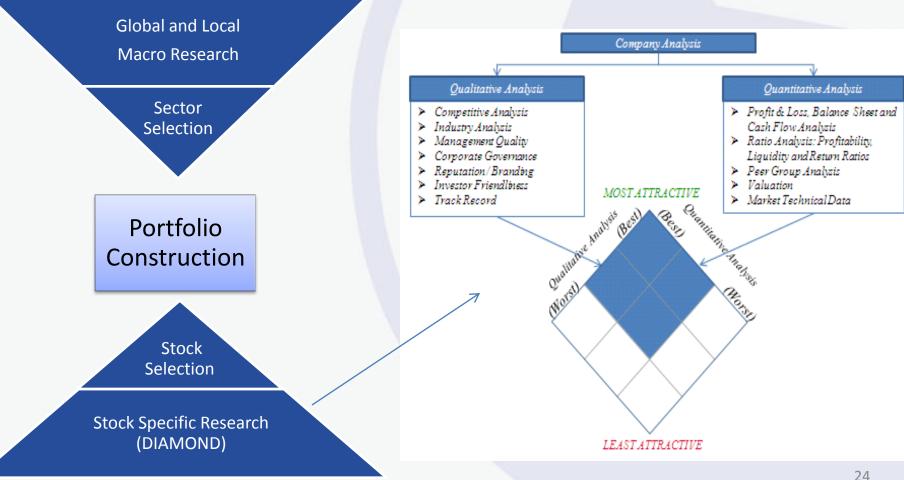
- Stock : Financial Technologies
  - Leading technology provider for stock and commodity exchanges in India
- Price as on April 2009 Rs. 699 per share

SOTP based valuation	Valuation basis	Value /share
31% stake in Multi Commodity Exchange	20 X P/E multiple	400
41% holding in Dubai Gold & Commodity Exchange	25 X P/E multiple	50
85% holding in National Bulk Handling Corporation	3 x EV/Sales	225
Cash on books	1 x P/B	250
Core business value	15 X P/E multiple	675
Total		1600
Current Price (Sep 2010)		1200

## The Investment Process: How do we do it.



Top down macro approach balanced with a bottom up stock picking overlay



# Indian Investors' experience of Equities in general!



Markets at 20,000

Jan 2008: I missed it By not selling

Sep 2010: I missed it By not investing

# Sentiments through a market cycle





# Markets at 20,000: Recipe of making money in the long run



- Invest into equity
- Monitor your investments
- Diversify into various asset classes
- Follow a disciplined approach to investing and divesting

Introducing a tool which enables disciplined approach to investing leading to optimal asset allocations in all kinds of markets



## Pramerica Dynamic Fund

An open-ended dynamic asset allocation scheme

### Pramerica Dynamic Fund: Salient Features



- Equity exposure to move between 100% to 30%
- The asset allocation between debt and equity shall be based on Pramerica DART (Dynamic Asset Reallocation Tool)

Benchmark: Composite Index comprising of 50% weight to S&P CNX Nifty
 & 50% weight to CRISIL Blended MIP Index

# Pramerica Dynamic Asset Rebalancing Tool (DART)



 Proprietary multi-factor model that works on the philosophy of mean reversion

- 3 Factor Model
  - Fundamentals
  - Liquidity
  - Volatility
- A tool that aims to
  - Reduce volatility
  - Deliver Equity comparable returns

## Pramerica DART: The 3 Factors

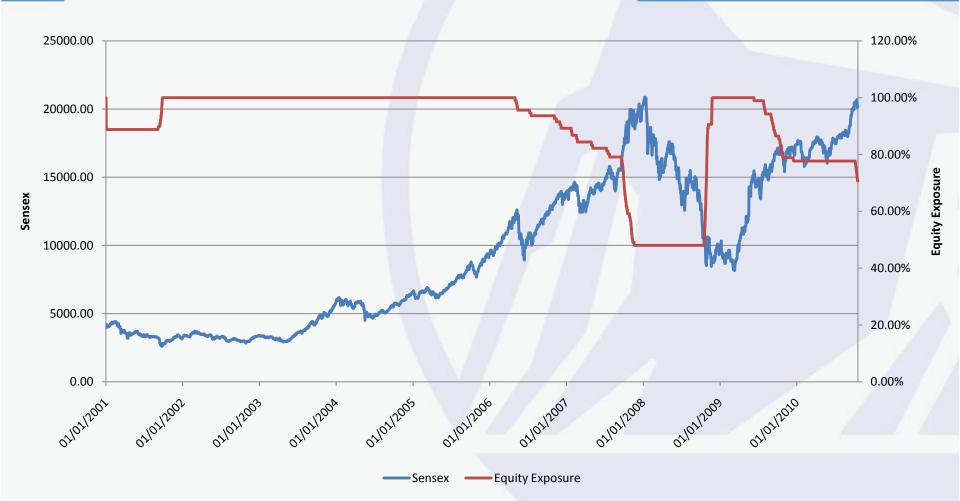


Fundamental	Liquidity	Volatility
Earnings Growth	Money Supply	F&O Prices
Intrinsic Value	Relative Currency Valuations	F&O Volumes
Valuations	Global Interest Rates	Derivative Risk Premium/Discount
Inflation	External Trade	Put/Call volume ratio
Interest Rates	Sovereign Risk	Bid Ask Spread

Above list is only indicative.

# DART Asset Allocation – Back testing of the model





<sup>\*</sup> Based on the underlying variables, the DART provided the equity exposure as depicted in the graph

<sup>\*</sup> Data from 1/1/2001 to 18/10/2010

# DART Model Back testing results



#### Pramerica DART achieves 3 objectives

- 1. Reduce Value at Risk (VaR) for investors
- 2. Reduce volatility
- 3. Higher Sharpe Ratio (i.e. higher returns with less volatility)

	1 yea	r #	3 yea	r #	5 yea	r #
	DART Portfolio	Sensex	DART Portfolio	Sensex	DART Portfolio	Sensex
Min	-32.5%	-56.3%	0.1%	-24.2%	73.2%	39.4%
Max	103.0%	110.4%	289.9%	327.5%	443.1%	591.6%
Avg	25.4%	25.7%	102.5%	105.5%	240.0%	248.7%
Stdev	29.0%	34.5%	55.0%	77.2%	81.7%	126.6%
Sharpe Ratio	0.67	0.57	1.52	1.12	2.52	1.70

<sup>\*</sup>Dynamic Returns are net of 2% expenses annually #Daily rolling returns from 01/01/2001 to 30/09/2010

<sup>#</sup> The equity returns of DART Portfolio replicates the Sensex returns.

<sup>#</sup>There is no fund specific Alpha attributed to Dynamic Plan.

# Risk and Returns – DART Model Back testing



(Back-testing results\*)

1 year rolling period	Sensex	DART Portfolio
Observations	3195	3195
Observations with negative returns	798	734

3 year rolling period	Sensex	DART Portfolio
Observations	2465	2465
Observations with negative returns	128	0

#### The illustration shows that Pramerica DART significantly reduces the risk

- The equity portion of the portfolio was simulated using Sensex, while the debt portion was simulated using liquid fund returns
- The simulated portfolio did not consider inflow or outflow of funds.
- The daily return of the portfolio = Equity exposure \* sensex returns + debt exposure\* liquid returns transaction costs amc costs \*Back-testing data from 1/1/2001 to 30/09/2010

# Back-testing Results\*: As on 30th Sep 2010



Annualized Returns	1 year	2 year	3 year	5 year	7 year
Simulated Partfalia (DART)	140/	200/	450/	220/	260/
Simulated Portfolio (DART)	11%	30%	15%	23%	26%
Sensex	17%	25%	5%	18%	24%
Relative performance (-) / (+)	-6%	5%	10%	4%	2%
Absolute Returns	1 year	2 year	3 year	5 year	7 year
Simulated Portfolio (DART)	11%	70%	54%	179%	409%
Sensex	17%	56%	16%	132%	350%
Relative performance (-) / (+)	-6%	14%	38%	47%	59%

#### Pramerica DART outperformed the equity index over the long term

<sup>\*</sup> Simulated portfolio returns are net of 2% expenses annually

<sup>•</sup>The equity returns of Pramerica DART replicates the Sensex returns.

<sup>•</sup> There is no fund specific Alpha attributed to the Scheme

### Summary



### Pramerica Equity Fund

- Invests predominantly in large caps
- Based on following approaches
  - Sector Rotation
  - Special Situation

### Pramerica Dynamic Fund

- Allocates assets dynamically between equity and debt (using Pramerica DART)
- Aims to optimize the upside while minimizing the downside risk
- Suitable avenue for those who want equity comparable returns with lower risk

### **New Fund Offer Details**



NFO Opens on	November 19, 2010
NFO Closes on	December 3, 2010
Scheme Re-opens for ongoing offer on	December 13, 2010



## PRAMERICA EQUITY FUND

### **Scheme Information**

## Pramerica Equity Fund: Scheme Objective & Investment Strategy



#### **Objective**

• To achieve long term capital appreciation by investing in an actively managed diversified portfolio consisting of equity and equity related securities including derivatives, debt and money market Instruments. However, there is no assurance that the investment objective of the Scheme will be realized and the Scheme does not assure or guarantee any returns.

#### **Investment Strategy**

- The Scheme will actively manage a diversified portfolio of strong growth companies with sustainable business models. The AMC would incorporate safeguards seeking to control risks in the portfolio construction process. Risk is also expected to be reduced through diversification of the portfolio, which the AMC aims to achieve by spreading the investments over a range of industries, sectors and market capitalizations.
- The Investment Manager will select equity securities on a top-down and bottom—up, stock—by—stock basis, with consideration given to price—to—earnings, price—to—book, and price—to—sales ratios, as well as growth, margins, asset returns, and cash flows, amongst others. The Investment Manager will use a disciplined quantitative analysis of financial operating statistics. In selecting individual investment opportunities for the portfolio, the Investment Manager will conduct in—house research in order to identify various investment opportunities. The company—wise analysis will focus, amongst others, on the historical and current financial condition of the company, potential value creation/unlocking of value and its impact on earnings growth, capital structure, business prospects, policy environment, strength of management, responsiveness to business conditions, product profile, brand equity, market share, competitive edge, research, technological know—how and transparency in corporate governance.

# Pramerica Equity Fund Asset Allocation



Instruments	Indicative allocations (% of total assets)		Risk Profile
	Maximum	Minimum	High / Medium / Low
Equity and equity related instruments* (including equity derivatives)	100	65	High
Debt and money market securities (including fixed income derivatives)	35	0	Low to Medium

<sup>\*</sup>At least 60% of the equity portfolio would be invested into Large-Cap Companies at all points in time. Large Cap companies for this purpose means the listed companies which comprise the top 75% of the total market capitalization of the National Stock Exchange (NSE).

The scheme does not intend to invest in securitized debt.

The Scheme shall not have an exposure of more than 25% of its net assets in foreign securities.

## Pramerica Equity Fund Key Attributes



Benchmark Index	S&P CNX Nifty
Offer Price	Rs.10/- per unit during NFO
Minimum application amount	Minimum of Rs.5,000/- and in multiples of Re.1/- thereafter.
Minimum additional amount	Minimum of Rs.500/- and in multiples of Re.1/-thereafter.
Load structure	Entry Load: Not Applicable Exit Load: •If the Units are Redeemed / Switched-out within 365 days of allotment – 1% •If the Units are Redeemed / Switched-out after 365 days of allotment -Nil
Options	The Scheme has  (a) Growth Option  (b) Dividend Option with two facilities, namely:  i. Dividend Reinvestment Facility  ii. Dividend Payout Facility
Other Facilities	Systematic Investment Plan, Systematic Transfer Plan, Systematic Withdrawal Plan



### PRAMERICA DYNAMIC FUND

### **Scheme Information**

## Pramerica Dynamic Fund Scheme Objective & Investment Strategy



#### **Objective**

 To achieve long term capital appreciation by investing in an actively managed diversified portfolio consisting of equity and equity related securities including derivatives, debt and money market Instruments. However, there is no assurance that the investment objective of the Scheme will be realized and the Scheme does not assure or guarantee any returns.

#### **Investment Strategy**

- The Scheme will actively manage a diversified portfolio of strong growth companies with sustainable business models. The AMC would incorporate safeguards seeking to control risks in the portfolio construction process. Risk is also expected to be reduced through diversification of the portfolio, which the AMC aims to achieve by spreading the investments over a range of industries, sectors and market capitalizations.
- The Investment Manager will select equity securities on a top-down and bottom—up, stock—by—stock basis, with consideration given to price—to—earnings, price—to—book, and price—to—sales ratios, as well as growth, margins, asset returns, and cash flows, amongst others. The Investment Manager will use a disciplined quantitative analysis of financial operating statistics. In selecting individual investment opportunities for the portfolio, the Investment Manager will conduct in—house research in order to identify various investment opportunities. The company—wise analysis will focus, amongst others, on the historical and current financial condition of the company, potential value creation/unlocking of value and its impact on earnings growth, capital structure, business prospects, policy environment, strength of management, responsiveness to business conditions, product profile, brand equity, market share, competitive edge, research, technological know—how and transparency in corporate governance.

# Pramerica Dynamic Fund Asset Allocation



Instruments	Indicative allocations (% of total assets)		Risk Profile
	Maximum	Minimum	High / Medium / Low
Equity and equity related instruments* (including equity derivatives)	100	30	High
Debt and money market securities (including fixed income derivatives)	70	0	Low to Medium

<sup>•</sup>The allocation between equities and debt shall be based on a Valuation Matrix viz., Pramerica Dynamic Asset Rebalancing Tool (Pramerica DART) developed and maintained by the AMC

<sup>\*</sup>The scheme does not intend to invest in securitized debt.

<sup>\*</sup>The Scheme shall not have an exposure of more than 25% of its net assets in foreign securities.

## Pramerica Dynamic Fund Key Attributes



Benchmark Index	Hybrid benchmark with 50% weight to the Nifty and the balance 50% weight assigned to CRISIL MIP Index.
Offer Price	Rs.10/- per unit during NFO
Minimum application amount	Minimum of Rs.5,000/- and in multiples of Re.1/- thereafter.
Minimum additional amount	Minimum of Rs.500/- and in multiples of Re.1/-thereafter.
Load structure	Entry Load: Not Applicable Exit Load: If the Units are Redeemed / Switched-out within 365 days of allotment – 1% If the Units are Redeemed / Switched-out after 365 days of allotment – Nil
Options	The Scheme has  (a) Growth Option  (b) Dividend Option with two facilities, namely:  i. Dividend Reinvestment Facility  ii. Dividend Payout Facility
Other Facilities	Systematic Investment Plan, Systematic Transfer Plan, Systematic Withdrawal Plan

### **Fund Manager**



- Ravi Gopalakrishnan, Executive Director & CIO Equity
  - Over 19 years of experience of Indian equity markets
  - MBA Finance & M.S. in Finance (Investments)
  - Top 20 Rising Stars of Hedge Fund Institutional Investor (June 2007)

#### **Past Experience**

- Portfolio Advisor Hudson Fairfax Group
- Has also worked with Principal PNB AMC, Sun F&C AMC & UTI Advisory Services



### **Fund Manager**



- Mahendra Jajoo, Executive Director & CIO Fixed Income
  - A silver medalist Chartered Accountant
  - C.F.A. from CFA Institute, USA
  - Company Secretary
  - Over 19 years of experience in Indian capital markets

#### **Past Experience**

- Head of Fixed Income and Structured Products at Tata AMC and be AMRO AMC.
- Head of Primary Dealership at ABN AMRO Securities.
- Mahendra spent the early part of his career at ICICI Ltd. in different business segments such as merchant banking, project financing & advisory and debt capital markets.



# Important Information: Pramerica Equity Fund



Name of the Scheme: Pramerica Equity Fund. Scheme Classification: An open ended Equity Scheme. Investment Objective: To achieve long term capital appreciation by investing in an actively managed diversified portfolio consisting of equity and equity related securities including derivatives, debt and money market Instruments. Assets Allocation: Equity & Equity related instruments: 65% to 100%. Debt & Money Market instruments: 0% to 35%. Terms of issue and sale and redemption of units: Issue of units of Rs. 10 each for cash during the new fund offer and at NAV based prices thereafter. The scheme offer sale and redemption facility on all business days during the ongoing offer. NAV of the Scheme will be calculated and disclosed at the close of every Business Day. Load Structure: Entry Load: Not Applicable, Exit Load: If the Units are Redeemed / Switched-out within 365 days of allotment - 1%; If the Units are Redeemed / Switched-out after 365 days of allotment -Nil Recurring **Expenses:** Recurring expenses including the investment management and advisory fee that can be charged to the Scheme shall be subject to a percentage limit of average weekly net assets @ 2.5% for the first 100 crore; @ 2.25 %, next Rs. 300 crore; @ 2.00 % on the next Rs. 300 Crores; and @ 1.75% on the balance.. **NFO expenses:** To be fully borne by AMC/ Sponsor. Copy of SID/SAI and Key Information Memorandum (KIM) can be obtained from any of our Investor Services Centers as well as from our website: www.pramericamf.com

# Important Information: Pramerica Dynamic Fund



Name of the Scheme: Pramerica Dynamic Fund. Scheme Classification: An open ended Dynamic Asset Allocation Scheme. Investment Objective: To achieve long term capital appreciation by investing in an actively managed diversified portfolio consisting of equity and equity related securities including derivatives, debt and money market Instruments. Assets Allocation: Equity & Equity related instruments: 30% to 100%. Debt & Money Market instruments: 0% to 70%. Terms of issue and sale and redemption of units: Issue of units of Rs. 10 each for cash during the new fund offer and at NAV based prices thereafter. The scheme offer sale and redemption facility on all business days during the ongoing offer. NAV of the Scheme will be calculated and disclosed at the close of every Business Day. Load **Structure:** Entry Load: Not Applicable, Exit Load: If the Units are Redeemed / Switched-out within 365 days of allotment – 1%; If the Units are Redeemed / Switched-out after 365 days of allotment -Nil Recurring Expenses: Recurring expenses including the investment management and advisory fee that can be charged to the Scheme shall be subject to a percentage limit of average weekly net assets @ 2.5% for the first 100 crore; @ 2.25 %, next Rs. 300 crore; @2.00 % on the next Rs. 300 Crores; and @ 1.75% on the balance. NFO expenses: To be fully borne by AMC/ Sponsor. Copy of SID/SAI and Key Information Memorandum (KIM) can be obtained from any of our Investor Services Centers as well as from our website: www.pramericamf.com

#### **Risk Factors**



All mutual funds and securities investments are subject to market risks and there can be no assurance that the objectives of the Schemes will be achieved and the NAV of the funds may go up or down depending upon the factors and forces affecting the securities markets. Pramerica Equity Fund & Pramerica Dynamic Fund are only the names of the schemes and do not in any manner indicate either the quality of the Schemes, their future prospects and returns. Performance of the Sponsor has no bearing on the expected performance of the mutual fund or any of its schemes. Past performance of the Sponsor and their Affiliates/AMC/Mutual Fund & its Scheme(s) does not indicate the future performance of the Scheme(s) and may not necessarily provide a basis of comparison with other investments. Investment in Mutual Fund Units involves investment risks such as trading volumes, settlement risk, liquidity risk, default risk including the possible loss of principal. As the price / value / interest rates of the securities in which the scheme invests fluctuate, the value of your investment in the Scheme may go up or down. Investors are not being offered any guaranteed / assured returns under any scheme of Pramerica Mutual Fund.

### **Mandatory Information**



- Statutory Details: Pramerica Mutual Fund is set up as a Trust under the Indian Trusts Act, 1882 and registered with SEBI. Sponsor: Prudential Financial, Inc. of the United States of America [liability restricted to initial contribution of Rs. 1 Lac towards the corpus of the Mutual Fund]. [Pramerica is the brand name used by Prudential Financial, Inc. of the United States and its affiliates in select countries outside of the United States. Prudential Financial, Inc. (PFI) of the United States is not affiliated in any manner with Prudential plc, a company incorporated in the United Kingdom.] Trustee: Pramerica Trustees Private Limited Investment Manager: Pramerica Asset Managers Private Limited.
- MUTUAL FUND INVESTMENTS ARE SUBJECT TO MARKET RISKS, PLEASE READ ALL SCHEME RELATED DOCUMENTS CAREFULLY.

# Mandatory Information (contd.)



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\* Date:



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