

PRUDENTIAL ASSURANCE

For Every Life, for Every Future

Prudential Assurance Company Singapore (henceforth referred to as Prudential), an indirect wholly-owned subsidiary of Prudential plc (henceforth referred to as Group), is a leading life insurance company with more than one million customers in Singapore.

Prudential has been serving the financial and protection needs of the country's residents for over 90 years by delivering a suite of product offerings in protection, savings and investment through multiple distribution channels, including a network of more than 5,000 financial consultants.

Prudential has an AA-financial strength rating from leading credit rating agency Standard & Poor's, with S\$53.3 billion funds under management as of 31 December 2023.

PRUDENTIAL'S SUSTAINABILITY STRATEGY

In 2023, Prudential refreshed its sustainability strategy to align with its new Group purpose "For Every Life, For Every Future". This new strategy reflects the company's commitment to creating long-term value for all stakeholders including employees, business partners, customers, shareholders and the wider community by addressing environmental, social and economic challenges.

Prudential's sustainability strategy is anchored on three main pillars: simple and accessible health and financial protection, responsible investment and sustainable business. These are underpinned by a foundation of good governance and responsible business practices.

SIMPLE AND ACCESSIBLE HEALTH AND FINANCIAL PROTECTION

Prudential aims to make health and financial security simple, accessible and affordable. This is achieved through a range of products and services designed to meet the diverse needs of its customers. For instance, PRUSafe Income (PSI) is an affordable income protection plan that provides income and recovery benefits when customers are unable to work due to an injury or medical condition, including mental illness.

To support Singaporeans in living well for longer, Prudential partnered with Doctor Anywhere (DA) to provide home-based healthcare services for customers. Besides health screenings, the services also include telemedicine and subsidised flu and travel vaccinations which are administered by DA's team of nurses and doctors at the convenience of one's home. Through this partnership, Prudential makes preventative healthcare more accessible and convenient to its customers.

Prudential is deeply committed to building resilient communities that can withstand and thrive amidst various challenges. This is done through its community investment efforts focussed on advocating for financial literacy and health inclusion, supporting underprivileged families in early childhood nutrition and helping seniors improve their health and wellbeing. Digi Kakis by Prudential was launched last year to help seniors build confidence in using digital devices while improving their cognitive and social skills.

RESPONSIBLE INVESTMENT

As a major asset owner, Prudential leverages its investments to promote a just and inclusive transition to a net zero future. The company has pledged to become a net

zero asset owner by 2050 and is committed to deploying its investments in ways that support sustainable development. It adopted a new transition finance target in 2024 to direct investments to both "green" as well as "brown to green" assets, supporting companies which are on the pathway to become more carbon-efficient.

SUSTAINABLE BUSINESS

Prudential is committed to embedding sustainability across its operations and value chain to amplify the pace and scale of its impact.

The company places a strong emphasis on empowering its employees, recognising that an engaged and skilled workforce is essential for long-term success. Prudential also promotes a culture of diversity and inclusion, ensuring that all employees feel valued and respected. This involves implementing policies and practices that support gender diversity and equity, age inclusivity, opportunities for upskilling and career progression, as well as flexible work arrangements.

The company is also focussed on reducing the carbon footprint of day-to-day operations and improving resource efficiency within its offices. This includes digitalising its





processes, minimising wastage by reducing the usage of disposables and cultivating a culture of recycling within the organisation. In 2023, the company achieved more than 10 per cent reduction in carbon emissions per full-time employee.

To ensure that its supply chain is sustainable, Prudential applies responsible procurement practices to ensure they do not inadvertently support companies that engage in

unsustainable environmental practices or exploitative labour practices.

RESEARCH PARTNERSHIP WITH NTU AND EOS

Prudential also hopes to leverage its position as a leading life insurer to drive sustainability causes through thought leadership and advocacy. An example is the company's research partnership with the Earth Observatory of Singapore (EOS) at Nan-

yang Technological University (NTU). The research explores the impacts of climate change on air quality and health in ten key markets across Asia and Africa, including Singapore. The first phase of the study examined historical records of air quality and health impacts in the markets between 2000 to 2020 and the second phase of the study, to be concluded in 2024, will entail projecting future air quality and its health impacts on individuals.



PRUDENTIAL ASSURANCE COMPANY SINGAPORE

7 Straits View | #06-01 Marina One East Tower | Singapore 018936

W: www.prudential.com.sg

T: +65 6539 8227