

IMPACT



SECURING THE FUTURE OF ASIAN COMMUNITIES

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ECD

New partnership with the China Development Research Foundation on early childhood development

Prudence Foundation is partnering with the China Development Research Foundation (CDRF) to support children's education and nutrition in poverty-stricken areas in China.

In November 2018, our Chairman Don Kanak signed the memorandum of cooperation with CDRF Vice Chairman and Secretary-General Lu Mai in Beijing. The agreement follows on from the Foundation's commitment to contribute RMB10 million to CDRF's three-year programmes in central and Western China, covering a pilot for early childhood development as well as a school meal programme. The partnership will

also explore innovative solutions for sustainable social development.

"Prudence Foundation builds on Prudential's longstanding commitment to help communities be more safe, secure and resilient by working on programmes in health, safety and education. We are especially pleased to be able to support the work of CDRF on early childhood care and development and school nutrition," said Don.

Thanking the Foundation for the partnership and its focus on children's development, CDRF's Secretary-General said, "I believe our cooperation will contribute to the cause of poverty alleviation and early childhood development in China. At the same time, I hope the MOC marks a new chapter for the future of our strategic cooperation."



Regional

Prudence Foundation joins the inaugural Paris Peace Forum

Prudence Foundation took part in the inaugural Paris Peace Forum in November 2018, sharing insights from its Cha-Ching financial education programme with attendees from 42 countries.

Cha-Ching was among the 120 programmes that were showcased at the Forum. At its booth, the Foundation highlighted Cha-Ching's far-reaching impact in addressing the financial education gap in many of today's education systems.

The booth drew visitors from different countries and

organisations who were especially interested in the Foundation's innovative approach to developing children's interest and awareness about smart money management through animation, a structured curriculum and partnerships with schools and education authorities.

The Peace Forum attracted around 20,000 participants, who discussed joint solutions in the fields of peace and security, environment, development, new technologies and inclusive economy. Key international organisations such as the World Bank, International Monetary Fund, Organisation for Economic Co-operation and Development and the World Trade Organisation took part in the discussions.

Safe Schools

New partnership with Philippines' Department of Education to make all schools safe from natural disasters

Prudence Foundation launched the Education Safe from Disasters Programme for Philippine schools in January 2019, in partnership with the Department of Education (DepEd) and Save the Children Philippines.

The innovative programme seeks to promote safe learning facilities, school disaster management and risk reduction and resilience education for schools across the country.

Under the programme, an integrated disaster management system will be established within DepEd, and online resources, tools and training will be provided to schools and personnel. Research will also be conducted on potentially adapting the model to other markets in the region. It aims to eventually benefit close to 21 million students in 47,000 schools across the Philippines.

The programme will be piloted in 16 school divisions of the National Capital Region and to a second region in its third year in preparation for a nationwide launch.



SAFE STEPS

First Aid: Emergency medical training centre opened in Myanmar

Myanmar opened its first Emergency Medical Service Training Center in its capital, Naypyidaw, in January 2019, with the support of Prudence Foundation.

The Foundation has been working with the

Ministry of Health, Assistance Public Hopitaux de Paris and the Suu Foundation to set up the facility and train emergency medical responders. The initiative is part of wider efforts to create an emergency response infrastructure and framework for the country.

Marc Fancy, Prudence Foundation's Executive Director, joined Health and Sports Minister Myint Hwe and other government representatives at the opening ceremony.

Myanmar is seeing a rise in the number of traffic accidents and injuries requiring emergency treatment, hence increasing the need for first responders to be proficient in life-saving techniques. Since January, around 40 nurses and health personnel have received theoretical and practical training on first aid through the newly opened centre.





PRUvolunteers

Regional PRUvolunteers support Siem Reap's community

For one week in November 2018, around 80 volunteers from Prudential's businesses across Asia took part in Prudence Foundation's 11th Regional PRUvolunteer Programme in Siem Reap, Cambodia. Their mission: to build six houses and refurbish a primary school for the community of

the remote Run Village, located 40km from Siem Reap's city centre.

The week-long programme was held in partnership with Habitat for Humanity Cambodia, supporting its long-term development programme in Siem Reap to provide underprivileged families with critical access to housing and sanitation.

In Run Village, almost 40 per cent of housing structures are built using bamboo, with thatched roofs. Many of these are in disrepair and inadequate for living. In addition, only 25 per cent of the village residents have access to a latrine.

Throughout the week, the volunteers rolled up their sleeves and worked tirelessly. "As a human being we do not live on our own but within communities" said Nimol Keo from Prudential Cambodia. "We should always see how we can uplift other people's lives and the Regional

PRUvolunteer Programme provides us with the opportunity to do so. I'm very grateful to be working for a company with a heart and compassion."

"It was really good to see employees from different businesses of Prudential, whether life or asset management, working and bonding with one another," said Loretta Ng, CEO of Eastspring Taiwan and Trustee of Prudence Foundation. "Even though the work was physically tiring, knowing that we were making a difference to the lives of the village residents gave us the motivation to work hard."

"I would encourage employees to take the opportunity to be a part of the Regional PRUvolunteer programme. Be on the ground and see what Prudence Foundation is doing for our communities first hand. I can assure you the experience would be very fulfilling and rewarding," Loretta added.



Regional

Disaster Tech Innovation Programme

In February 2019, Prudence Foundation launched the Disaster Tech Innovation Programme in partnership with Singapore-based AVPN, a network of funders supporting social investments across Asia.

The programme seeks to raise the awareness and profile of innovative and viable technology

solutions that aim to protect and save lives before, during and after natural disasters.

Participating organisations will compete for grants from a total pool of US\$150,000 to support the implementation and scaling up of their Disaster Tech solutions. Finalists will also be invited to showcase their solutions and given the opportunity to seek further partnerships at the annual AVPN Conference in June 2019, the largest gathering of social impact funders and resource providers in Asia.

"Natural disasters are terrible incidents, but we see huge opportunities in harnessing technology to protect and save lives," said the Foundation's Chairman Donald Kanak. "We believe the Disaster Tech Innovation Programme will bring together innovators and like-minded funders and resource providers to help make our communities safer, more secure and more resilient."



Cambodia

Promoting early childhood education through First Read

In October 2018, Prudential Cambodia employees helped distribute children's books and educational materials to 50 families in Kampong Cham province as part of First Read, Prudence Foundation's early childhood care and development programme.

First Read has been rolled out in 425 villages in the Cambodian provinces of Kampong Cham, Thbong Khmum, Prey Veng and Kratie, reaching more than 40,000 children under the age of six, as well as almost 37,000 adults.



Indonesia

PRUvolunteers provided with valuable life skills

In January 2019, Prudential Indonesia conducted its PRUvolunteers Training and Gathering programme where over 200 employee volunteers picked up vital skills such as first aid.

"I am proud and grateful to be a PRUvolunteer because we have the opportunity to give back to society by acquiring valuable first aid skills which can be applied to the wider community. Through this programme I also had the chance to get to know many other fellow colleagues. Hopefully, there will be more employees becoming PRUvolunteers this year, because the programme is really useful and interesting!" said Ananda Putra Fajar from the HR Department.



Indonesia

Empowering Indonesian women through Financial Literacy for Women Programme

Prudential Indonesia continues to implement its Financial Literacy for Women programme, which aims to empower Indonesian women to better manage their family's finances and make smart choices in planning for their future. Training sessions were held in five cities from October 2018 to December 2018, attracting more than 3,200 female participants.

Since its launch in 2009, the programme has reached more than 28,000 women in 27 cities. Over the next four years, Prudential Indonesia hopes to extend the programme to even more women, particularly from the eastern part of Indonesia.



Myanmar

Prudential co-sponsors Myanmar savings forum

Myanmar held its first World Savings Day Forum on 4 November, aimed at raising people's awareness of the importance and benefits of saving. Prudential Corporation Asia co-sponsored the forum, sharing information and insights from Cha-Ching.

The World Savings Day Forum was organised by the Yangon University of Economics, the UN Capital Development Fund (UNCDF) and Germany's GIZ, which supports companies and foundations in developing economies.



Indonesia

Prudential Indonesia expands Cha-Ching's reach

Prudential Indonesia and Prudence Foundation have launched the Cha-Ching Curriculum in Jakarta's Jabodetabek area, enabling thousands of children to benefit from the financial education programme.

The Cha-Ching Curriculum was first introduced in Sidoarjo, East Java in 2017 before expanding to Jakarta in 2018. It has reached more than 29,000 elementary school students in Sidoarjo and is expected to reach another 92,000 students in 1,546 schools in Jakarta by 2020.

The initiative is part of Prudential Indonesia's ongoing efforts to introduce financial education programmes for children and raise financial literacy levels in communities in the country.

"We hope that the continued roll out of the Cha-Ching Curriculum programme in Indonesia will have a significant impact on increasing public awareness – especially among children – of the importance of financial literacy," said Prudential Indonesia's Sharia, Government Relations and Community Investment Director Nini Sumohandoyo.



Cambodia

Prudential donates safety barriers to promote road safety for school children

Prudential Cambodia donated 200 road safety barriers to 50 schools in provinces along National Roads 5 and 6, helping over 50,000 students stay safe while travelling to and from their schools.

The donation was announced at an event held in November 2018 in Pursat province to commemorate the 13th World Day of Remembrance for Road Traffic Victims. It was presided by Cambodia's Deputy Prime Minister Samdech Krolahom Sar Kheng, its Minister of Interior and other senior government officials, members of the National Road Safety Committee and hundreds of teachers and students.

Vietnam

First-aid training using SAFE STEPS in Ho Chi Minh, Hanoi

Prudential Vietnam is partnering with Vietnam Red Cross to enhance first-aid skills and knowledge within the communities of Ho Chi Minh City and Hanoi.

Launched in November 2018, the programme "Enhancing competencies in first-aid at schools and in communities", leverages the tips and educational information from SAFE STEPS First Aid.

Over the year, more than 10,000 teachers and students from 20 elementary schools in the two cities will be trained on first aid. They will also receive communications materials with fundamental first aid information and first aid kits.



In addition, "First Aid Days" will be held in residential areas while training workshops will be held for representatives from the Ministry of Education and Training and other relevant government agencies.

Through these activities, the programme aims to create a platform to expand first aid training to more teachers and students in other key cities in Vietnam in the coming years.



Vietnam

Building plastic pollution free communities

In November 2018, Prudential Vietnam established a partnership with the World Wide Fund For Nature (WWF) to help raise people's awareness of environmental issues and the health impact of plastic consumption and pollution.

Under the partnership, around 200,000 employees, agents and volunteers from more than 350 offices across the country will participate in a waste assessment programme, as well as long-term planning on plastic waste reduction.



Malaysia

Prudential Malaysia completes 5 year pledge!

In 2018, Prudential Malaysia fulfilled its five-year pledge to build financial resilience among underserved communities in Malaysia. This was achieved through providing financial protection via PRUkasih to 40,000 households across 35 communities in Malaysia. As at December 2018, PAMB had distributed up to RM3.4 million to more than 1,100 PRUkasih members.

In addition, the company has also reached over 85,000 students across Malaysia through financial education programmes Cha-Ching and Duit Right.



Hong Kong

Lunar New Year community luncheon

In February 2019, to celebrate the arrival of the Lunar New Year, PRUvolunteers from Prudential Hong Kong participated in the Hong Kong Federation of Youth Groups' (HKFYG) annual charity luncheon. Around 1,000 residents, including the elderly, from the New Territories were invited to the luncheon where they partook in traditional dishes including "Poon Choi", which symbolises a year of affluence ahead.

Prudential Hong Kong has been a long-term supporter of the HKFYG and its efforts in building a caring and inclusive community.



Thailand

Volunteers help through blood donation

Prudential Thailand, in collaboration with The Thai Red Cross National Blood Centre, held its annual blood drive to help support the country's blood reserves. Responding to Thailand's nationwide blood shortage issue, Prudential Thailand facilitated blood donations from more than 100 employees and agents at its headquarters in South Sathorn.



Taiwan

PCA Life Taiwan continues to safeguard children

As a long-term partner of the Taiwan Fund for Children and Families (TFCF), PCA Life Taiwan has been supporting a number of TFCF initiatives, including its "Children's Guardian Angels" and the "Wishing Doll" programmes. PCA Life Taiwan Chief Executive Officer Laura Wang, Chief Marketing Officer Katherine Yang and PCA Life Taiwan employees not only hosted activities to promote the importance of safeguarding children, employees also donated gifts to disadvantaged and abused children.



Singapore

Cha-Ching for customers' children

Over 60 children of Prudential Singapore customers attended Cha-Ching sessions at Prudential Tower held from December 2018 to February 2019. The children learned money management skills through the Cha-Ching programme, taught by employee volunteers. The children also received Cha-Ching education materials, such as comic book sets. All proceeds raised were donated to low-income families through Prudential Singapore's community partner, Ang Mo Kio Family Service Centre.



Singapore

Giving Week 2018

In December 2018, Prudential Singapore celebrated Giving Week 2018, a national movement organised by the National Volunteer and Philanthropy Centre to promote a giving culture in Singapore. The initiative was led by members of Catalyst, a programme that nurtures the next generation of leaders in Prudential Singapore. Apart from these initiatives, there were also fund-raising activities where a total sum of over S\$16,000 was raised and donated to AWWA, Ang Mo Kio Family Service Centre and Singapore Environment Council.