

IMPACT

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MAKING A DIFFERENCE IN OUR COMMUNITIES

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Regional

Save the Children Awards in London

Prudential received the 'Outstanding Support of Children in Emergencies' award at the Save the Children Partnership Awards ceremony, held recently in London. The award recognises Prudential's work as an Emergency Response Partner of the Children's Emergency Fund and the Prudence Foundation's work in support of the Safe Schools programme.

The award was presented by host and Save the Children Ambassador Natasha Kaplinsky who commented,

"Thanks to our partnership with Prudential, we have provided lifesaving humanitarian support to millions of children in emergencies and ensured children are kept safe from

disasters across Asia. Their Foundation's commitment to Safe Schools has ensured children, schools and communities are prepared, able to reduce and mitigate the impact of disasters. And when a new crisis hits, they are ready to launch an appeal to raise even more funds for children when they need it the most."

Last month, Prudence Foundation also won the Partner of the Year award from Save the Children Philippines for our work on First Read and Safe Schools.

Prudential has been a significant and long-term supporter of Save the Children since 2010 and the recognition reflects the very strong and successful partnership established over the last decade with one of the most high-profile NGOs in humanitarian work, with a presence in nearly all our markets across the world.

Renewed alliance with CTN in Cambodia

On 18 January, Prudence Foundation was delighted to extend its agreement with popular Cambodian TV channel, CTN, to continue broadcasting the Foundation's key educational programmes on CTN's network over the next three years. Under the renewed agreement, CTN will broadcast nationally the Foundation's SAFE STEPS videos, aimed at providing Cambodians tips on how to survive natural disasters, safe road usage and first aid, as well as its Cha-Ching music videos, aimed at promoting financial literacy and money management skills among children. Through regular spots, the public will also be notified of available scholarship opportunities to study in prestigious universities in the United Kingdom under the Chevening Scholarship programme.



Regional PRUvols lend a helping hand to the Yogyakarta community

Prudence Foundation held its 11th Regional PRUvolunteers Programme in Yogyakarta, Indonesia between 11 and 17 March. As many as 72 volunteers from 20 Prudential business units across Asia participated in the programme, helping to build five houses and an early-childhood education centre for the underprivileged community of Selopamiro Village. The initiative was in partnership with Habitat for Humanity, a global non-profit housing organisation, and contributes towards Habitat for Humanity Indonesia's long-term development programme in Selopamiro to improve the quality of the settlement and environment there.



Cha-Ching extends reach in Malaysia

On 5 March, 350 teachers and educators from 157 schools in five states in Malaysia attended the country's first Cha-Ching Educators Conference, organised by Prudence Foundation and Prudential Malaysia, to enhance the participants' knowledge on money management, as well as discuss and exchange best practices on financial literacy education, specifically the Cha-Ching Curriculum.

Prudence Foundation Chairman Don Kanak, Executive Director Marc Fancy and Prudential Malaysia CEO Gan Leong Hin launched the conference together with guests of honour YB Dato' P. Kamalanathan

a/I P. Panchanathan, Deputy Minister of Education and Abu Hassan Alshari, Assistant Governor of Bank Negara Malaysia.

At the conference, Don remarked, "Prudence Foundation, as part of Prudential, is committed to securing a better future and bringing about meaningful changes in our communities. We are honoured to work closely with the Ministry of Education in Malaysia to bring the curriculum to as many children as possible and to coach our next generation to be financially responsible and empowered adults".

Since its implementation in 2016, the Cha-Ching Curriculum has reached almost 18,000 students in 163 schools across five states. This year, the curriculum will be rolled out in Sarawak, and is expected to reach a total of 30,000 students in six states by the end of the year.



SAFE STEPS

Supporting Bali Lifeguards through SAFE STEPS First Aid

In January, Prudence Foundation was delighted to present the Baliwista Lifeguards on Bali's Kuta beach with new Prudence Foundation-sponsored All-Terrain Vehicles, binoculars and parasols under the SAFE STEPS First Aid programme. Prudential Indonesia also announced its sponsorship of basic beach safety training programme "Little Nippers", where children are taught how to swim while learning about ocean and water safety by Baliwista Lifeguards.

Partnership with GRAB in Malaysia

Ride hailing service company Grab, in partnership with Prudence Foundation, distributed seat hangers with SAFE STEPS Road Safety messages to its 1,000 drivers in Malaysia during a GRAB event

on 10 February. Under the partnership, GRAB also incorporated SAFE STEPS Road Safety videos into their drivers' training.

SAFE STEPS Road Safety Ambassador Michelle Yeoh visited Kuala Lumpur and Siem Reap to raise awareness about road safety

Earlier this year, Prudence Foundation was delighted to host SAFE STEPS Road Safety events with our Ambassador Michelle Yeoh in two different countries. The first event, in February, took place in Kuala Lumpur where Prudence Foundation and Prudential Malaysia hosted a school road safety awareness programme with over 1,600 children.

The students, aged between six and twelve, attended the fun-filled and educational event. Michelle gave a speech on the importance of being careful on the road, as well as sang and danced along with the children to upbeat and quirky tunes on road safety. There was also a host of games and activities through which the students got to learn basic road safety tips, including crossing roads the correct way and looking out for road dangers.



Michelle also got to meet one of her biggest road safety fans, Aveesha Nanayakkara, who was from another school in Kuala Lumpur. Inspired by the SAFE STEPS Road Safety videos she had seen on TV particularly after her domestic helper met with a road accident, Aveesha set up and led a road safety campaign at her school with the support of her teachers and classmates. She wrote to Prudence Foundation a few weeks prior to the event, asking if Michelle could visit her school to inspire her fellow schoolmates on the importance of road safety.

Deeply impressed with Aveesha's commitment and passion, Prudence Foundation invited Aveesha and four of her classmates to attend the event and to meet with Michelle. Subsequently, Prudence Foundation also visited Aveesha's school, bringing the fun and educational Road Safety activities and programme to the students there.





The second event was held in March in Siem Riep, Cambodia, where Prudential Cambodia (PCLA) together with Prudence Foundation and Michelle joined forces to raise public awareness of safe road usage in Siem Reap.

The event was presided by H.E. Dr. Sun Chanthol, Minister of Public Works and Transport, H.E. Khim Bunsong, Governor of Siem Reap province and Him Yann, Deputy Chief of Police of the National

Police, and hosted by PCLA CEO David Nutman and Prudence Foundation Executive Director Marc Fancy. Activities included the distribution of helmets at various busy intersections of Siem Reap to remind motorists of the importance of wearing helmets, as well as a school visit to promote road safety behaviours among children.



Cha-Ching

Cha-Ching Curriculum expands to more Asian markets

In 2016 and 2017, the Cha-Ching Curriculum was rolled out in more than 1,000 schools in the Philippines, Indonesia and Malaysia, with close to 2,000 teachers being trained and reaching more than 100,000 students. In 2018, the teacher-driven curriculum continues to scale up in the existing markets, with Vietnam, Thailand, Cambodia and Taiwan looking to implement it this year.

Below are some of the testimonials from teachers and parent of students who have benefitted from the curriculum:

“**The curriculum will open up the minds of the children and pupils at an early age, and educate them on the importance of money, how difficult it is to earn it, the value of helping others as well as provide tips on how to spend money wisely.**”

Teacher from the Philippines

“**This curriculum emphasises on application and not only the concepts alone.**”

Teacher from Malaysia

“**The students have begun to understand which items are really needed and not just desired.**”

Parent from Indonesia

Malaysia

Prudential brings PRUKasih to Sarawak

In March, Prudential Malaysia (PAMB) brought its PRUKasih programme, a fully sponsored financial protection plan, to urban low-income households to East Malaysia for the first time, starting with the community of PPR Taman Dahlia in Kuching, Sarawak. At the launch event, more than 800 families registered for the programme.

Recognising that many underserved communities do not have any form of financial protection, PRUKasih provides temporary financial relief to help families cope with sudden loss of income due to illness, accident or death. In addition to covering housing expenditures and food needs, PRUKasih also provides affected families with money for funeral expenses if the family breadwinner passes away and assists families to

get back up on their feet.

Gan Leong Hin, CEO of PAMB, explained, “PRUKasih is not only able to empower low-income families to be financially resilient in the face of mishaps, it also encourages them to stay strong in rebuilding their lives. The plan is only eligible to those who are working as it encourages people to be responsible for their own financial situation. We are excited to finally bring this initiative to Sarawak as all of the existing communities that we are currently protecting are concentrated in the Klang Valley with another three in Johor and Penang.”

Since piloting PRUKasih in 2011 with its first community in PPR Sri Pantai, PAMB has provided financial protection to 40,000 households in 21 communities/ groups and paid out close to RM1.4 million in claims since 2014.



Cambodia

Smile Together Programme

Last November, under Prudential Cambodia's (PCLA) “Smile Together II” programme, over a hundred staff, management, Financial Consultants, and Life Insurance Consultants from PCLA volunteered their time to repaint two school buildings and a library of Prey Tamok primary school in Prey Veng province.

PCLA also donated school materials and a TV to be used in the library for students to learn from Prudence Foundation's financial literacy programme, Cha-Ching.

“**I am very happy that my school building got painted beautifully. I would like to thank all the brothers and sisters at Prudential Cambodia,**”

said a student with a smile.

In total, five schools in Cambodia have received support from PCLA through its “Smile Together II” programme.



Indonesia

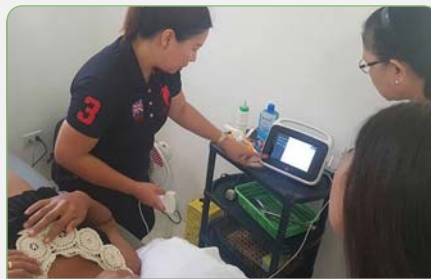
Child-friendly school

Prudential Indonesia (PLA), in partnership with NGO Wahana Visi Indonesia and The Deputy Regent of Jayapura Giri Wijayantoro, recently inaugurated several newly renovated facilities at Inpres Komba and YPK Ifar Babrongko elementary schools in Papua.

Under the programme supported by the Jayapura government, a library and several class rooms were built and renovated at the two elementary schools over the past six months. Further renovation works will be in progress until 2019.

More than 80 volunteers from PLA, comprising agents and employees from various cities in Papua, helped renovate the facilities, while donations of close to 800 million Rupiah were raised from the agency. In addition, a financial literacy training programme was extended to 27 teachers from eight elementary schools throughout the Jayapura region, aimed at enhancing the learning experience of children in the area.

These initiatives are part of PLA's commitment to establish child-friendly schools in Papua, Indonesia. As many as 480 children will enjoy the benefits of upgraded learning facilities in these schools, and more than 1,800 children in Jayapura will benefit from the financial literacy trainings received by their teachers.



The Philippines

Communities receive ultrasound machines and permanent water supply

Women from the communities in Bantayan Island, Cebu, will now have better chances of having safe and healthy pregnancies through Pru Life UK's donation of portable ultrasound machines.

The donation of three brand new units of GE Healthcare Vscan Access Ultrasound Scanners to the Bantayan, Madridejos and Santa Fe municipalities will aid municipal health officers in administering proper pre-natal care for pregnant women and children by identifying high risk pregnancies and other potential medical conditions.

Along with the medical equipment, beneficiaries of Prudence Foundation's house-build project in Bantayan and Santa Fe will soon have safe and clean water in their communities. A water supply network system is currently being installed through the PhP 1.2 million funding from Pru Life UK, as well as personal donations from Cebu- and Metro Manila-based Pru Life UK agents.

The installation is expected to be completed within the year and will benefit 332 homeowners of Barangay Sulangan in Bantayan and 69 households of Barangay Maricaban in Santa Fe.



Singapore

Reading to school children

On 7 and 9 March, Eastspring Singapore colleagues volunteered at the Princess Elizabeth Primary school. They read stories on financial literacy to Primary One students, explained to them the concepts of earn, save, spend and donate, as well as engaged with them via other educational activities. The volunteers conducted six classes on each day.

PRU Carnival event

On 12 March, Eastspring Singapore volunteers took 19 underprivileged children and their family members from the Yishun Family Centre to the Prudential Carnival at Marina Bay. This event was supported by Prudential Singapore, which provided carnival ride cards as well as food and beverage for the children and their families.