

# IMPACT

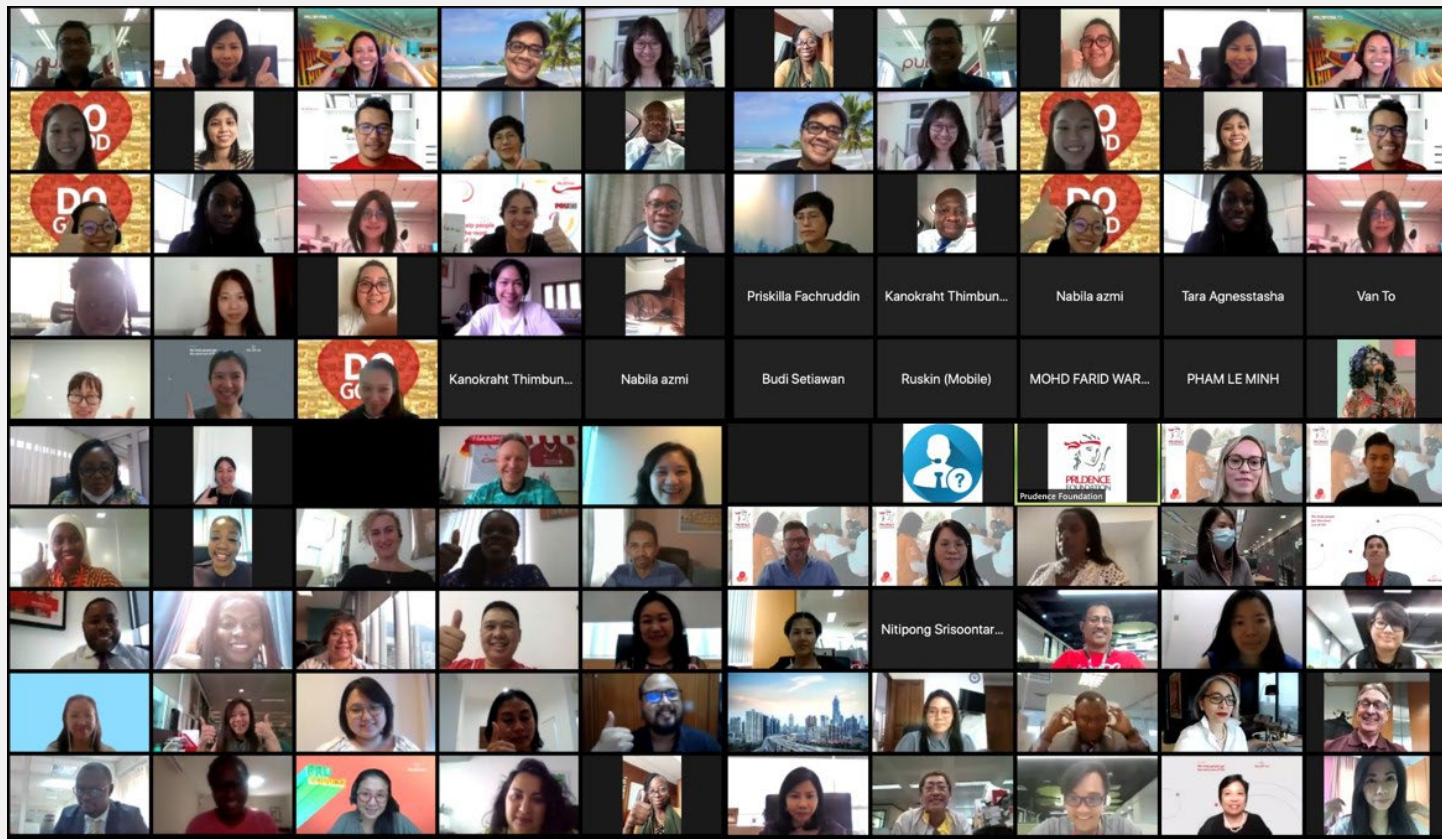
Securing the future of Asian and African communities

NOVEMBER 2020

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## PRUDENCE FOUNDATION INITIATIVES



### Prudence Foundation hosts first Asia-Africa Community Investment Virtual Conference

Prudence Foundation hosted its first Community Investment Virtual Conference on 2 and 3 September. The event was attended by over 100 participants from teams across Asia and Africa, including Community Investment, Marketing, Communications, Government Relations, Risk and Compliance. The Conference included presentations from Prudential's leadership team, external speakers and interactive workshops.

“Community investment is at the heart of our Purpose – ‘getting the most out of life’ by helping individuals and families manage uncertainty and protecting their future. The conference has brought our commitment to community investment to a new level. The combined voices and sharing from Asia and Africa have underscored the important role that Prudential plays in our communities, as well as our commitment to make our communities safer, more secure and more resilient,” said Donald Kanak, Chairman of Prudence Foundation.



### Prudence Foundation supports new Early Childhood Development initiative in partnership with UNICEF

In alignment with its focus areas of Education, Health and Safety, Prudence Foundation recently entered into a new partnership with UNICEF to roll out an Early Childhood Development programme to promote holistic Nurturing Care for young children aged 0-3. The programme will focus on developing an effective communication strategy to raise awareness around Nurturing Care especially during the COVID-19 pandemic where young children have been adversely impacted. The programme will be piloted in Indonesia, aiming to reach 90,000 children in its first year of implementation.



### Prudence Foundation supports the Philippines' Department of Education to launch the RADaR app to ensure education resilience against disasters

As part of the nationwide Safe Schools programme developed by Prudence Foundation, the Philippines' Department of Education (DepEd) and Save the Children, a Rapid Assessment for Damages Report (RADaR) mobile application was launched nationwide in September to ensure immediate response interventions and learning continuity in the event of disasters and other emergencies.

Since 2018, Prudence Foundation, in partnership with Save the Children and DepEd have implemented a Comprehensive Safe Schools Ecosystem to support DepEd in the development of a holistic Disaster Risk Reduction Management Information System (DRRMIS) that will transform disaster risk reduction across schools in the Philippines, helping children stay safe in emergencies. The RADaR application is one of the key components of the DRRMIS, providing timely and accurate data which is vital in ensuring that there is a strategic flow of information for response and life-saving decisions and actions, by schools, communities, local governments, and concerned national organisations.

“Working hand in hand with the Philippine government, we are improving national systems for risk assessment, guidance, planning and reporting to support schools to build safe facilities, put appropriate emergency procedures in place, and to recover quickly when disasters take place,” said Marc Fancy, Executive Director of Prudence Foundation.

Nurturing Care consists of five inter-related components:



Health, nutrition, safety and security, early learning and responsive care.

Children need all five domains of nurturing care to meet their developmental potential.



### Prudence Foundation launches the Cha-Ching Financial Accreditation for Teachers

Prudence Foundation has launched the Cha-Ching Financial Accreditation (CCFA), an online assessment tool to recognise educators' competencies in teaching the Cha-Ching Curriculum. The CCFA was developed in partnership with Junior Achievement Asia Pacific and aligns with the OECD Core Competencies Framework on Financial Literacy for Youth and the ASEAN Teachers Competency Framework.

The CCFA platform was launched in September in Indonesia, Malaysia, Philippines and Vietnam, and has been recognised by the Ministries of Education across these locations. Over 4,200 teachers have registered to CCFA to date.

## LOCAL INITIATIVES - ASIA



CHINA

### Supporting children's mental wellbeing in China during the COVID-19 pandemic

As part of Prudence Foundation's "School Nutrition" education and development programme in China in partnership with the China Development Research Foundation, a virtual lecture was held on mental health in children and young people in June. Over 7,000 children, parents and teachers attended the lecture, which focused on creating awareness around emotional and psychological stress in children during the COVID-19 pandemic, and aimed to teach parents how to respond appropriately. The programme also included an art, speech and essay writing competition, attracting over 1,500 submissions.



MALAYSIA

### Prudential Malaysia helps low income communities generate sustainable income through entrepreneurship programme

Understanding the challenges faced by low-income communities during the COVID-19 pandemic and subsequent lockdowns, Prudential Malaysia launched an entrepreneurship programme as part of its "PRUKasih" initiative. The programme was a collaborative effort with Taylor's Community, a consolidated corporate and social responsibility platform under the Taylor's Education Group. The aim of the programme was to help low-income communities generate sustainable income on their own.

Selected participants from these communities underwent a six-month programme, which included modules on business knowledge and emotional wellbeing. After three months, they presented their business proposal to a panel of judges. The finalists received seed funding to start or expand their business. The programme was supported by both employees and agents, who were directly involved as volunteers, facilitators and mentors throughout the programme.



PHILIPPINES

### Pru Life UK advances financial literacy for Filipino families with Cha-Ching Kid\$ at Home webinar

Pru Life UK recently held a PRUwise webinar, 'Cha-Ching Kid\$ at Home: Financial Literacy Basics for Filipino Families'. The expert-led and fun-filled webinar aimed to teach both parents and children the building blocks for a solid financial future.

Hosted by children's show TV personality Tonipet Gaba and Pru Life UK's Mary Jane Pangan, the webinar featured education and finance experts Dr. Queena Lee-Chua and Dr. Mary Joy Abaquin, who shared their insights on how parents can raise money-smart children at home. Almost 700 Filipino parents and children joined the virtual event.

The 'Cha-Ching Kid\$ at Home' webinar also featured exciting games for kids that allowed them to learn money management in an engaging way.



SINGAPORE

### Prudential Singapore launches Virtual Cha-Ching playbook

Prudential Singapore worked with Junior Achievement Singapore to modify the Cha-Ching Curriculum for online learning, introducing an initiative called Virtual Cha-Ching (VCC). With social distancing measures still in place, Prudential Singapore Cha-Ching volunteers are now able to impart money management skills to children via video conferencing platforms, allowing the company to continue the Cha-Ching programme with local primary schools and community partners.

Since the introduction of VCC, Prudential Singapore has also launched a playbook for its agencies and financial consultants to raise awareness of the programme. The playbook empowers volunteers from the agency force to organise their own VCC sessions for their existing customers. Used as a financial engagement piece, VCC helps financial consultants demonstrate care and commitment to help people get the most out of life while continuing to build relationships with their customers.



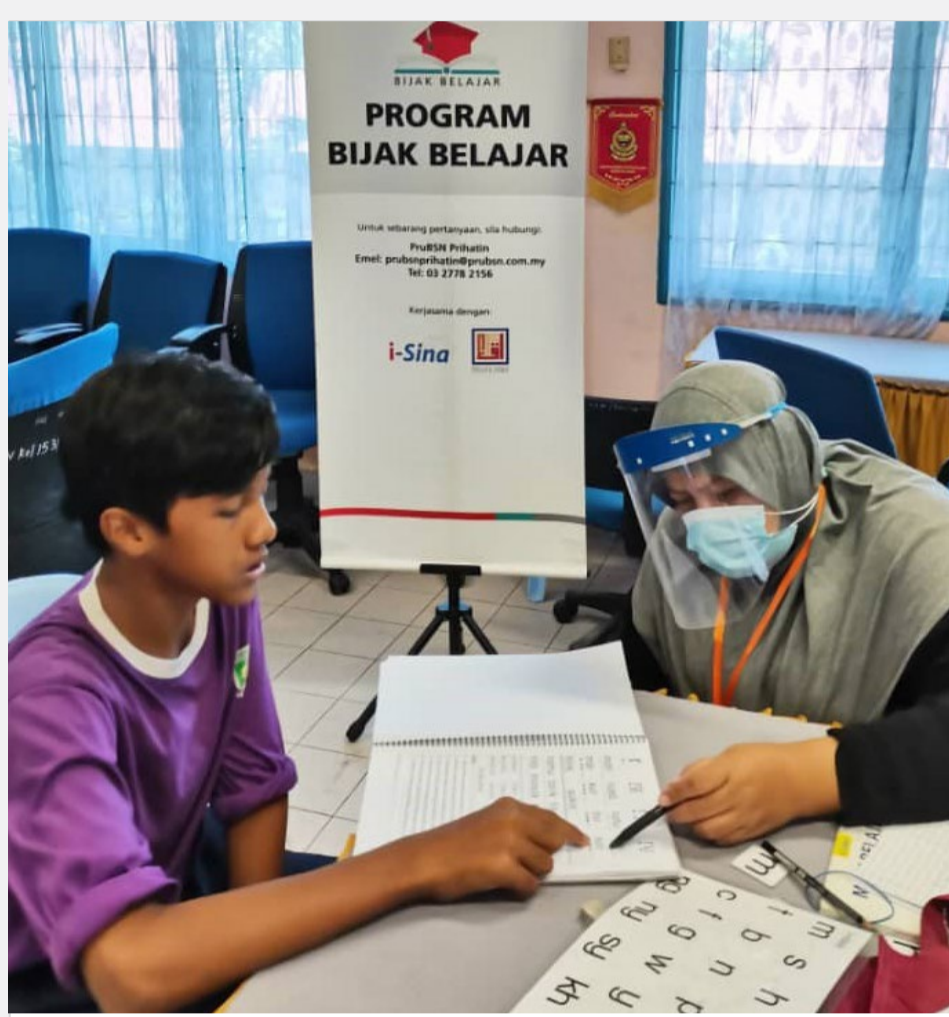
INDONESIA

### Prudential Indonesia wins Bronze Awards at the Global CSR Summit and Awards 2020

At the 12th Annual Global CSR Summit and Awards 2020, Prudential Indonesia won the bronze awards in two categories:

1. Best Community Programme award with the development of Mulyasari Village and disaster preparedness in the village of Leuwintug; a Chairman's Challenge programme, and
2. Excellence in Provision for Literacy & Education award with Cha-Ching.

The Global Awards attracted more than 300 participants from 120 companies around the world. Both categories were fiercely contested with 70 entries for Best Community Programme award and 49 entries for the Excellence in Provision for Literacy & Education award.

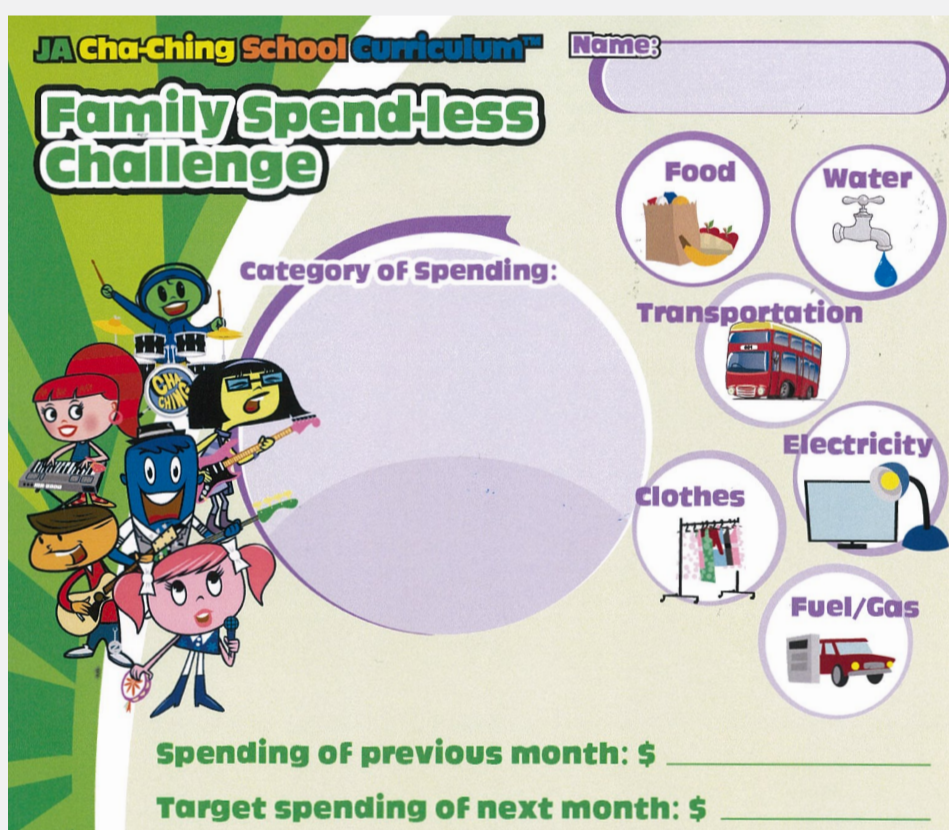


MALAYSIA

### Prudential BSN improves literacy of Bahasa Malaysia with Program JomBaca at Pasir Pekan Primary School

Prudential BSN introduced Program Bijak Belajar to improve the reading, writing and mathematical literacy skills among underprivileged children and communities in need in Malaysia.

A sub-programme of Program Bijak Belajar, JomBaca (Let's Read) is a 20-day intensive programme to improve the basic reading and writing skills of Bahasa Malaysia. It is conducted in collaboration with iSina Global Media for children who face difficulties in reading and understanding the language. From 9 to 10 September 2020, JomBaca was held at Pasir Pekan Primary School in the district of Tumpat in Kelantan, benefitting 347 students.



PHILIPPINES

### Cha-Ching Curriculum adapts to the 'next normal'; supporting home-based learning in the Philippines

With final preparations underway for the opening of schools in the Philippines in October, Prudence Foundation, Pru Life UK, and local programme partner Junior Achievement Philippines have been working closely with the Department of Education (DepEd) to ensure that the Cha-Ching Curriculum implementation complements the distance learning approach that will be observed by schools nationwide.

As a result, DepEd has integrated Cha-Ching materials to match the students' demographics and meet their home-based learning needs. Developments include updates on the Curriculum's teaching structure which welcome parents' active involvement in teaching Cha-Ching lessons at home, as well as radio and television broadcast of the music videos and video guides to supplement the implementation.



SINGAPORE

### Eastspring Investments sponsors transport allowance for migrant workers impacted by COVID-19

To help members of the community affected by the COVID-19 pandemic, Eastspring Singapore, in partnership with Prudence Foundation, donated SGD 53,000 (USD 38,971) to HealthServe, a non-profit organisation that helps disadvantaged migrant workers by providing healthcare, counselling, casework and social assistance.

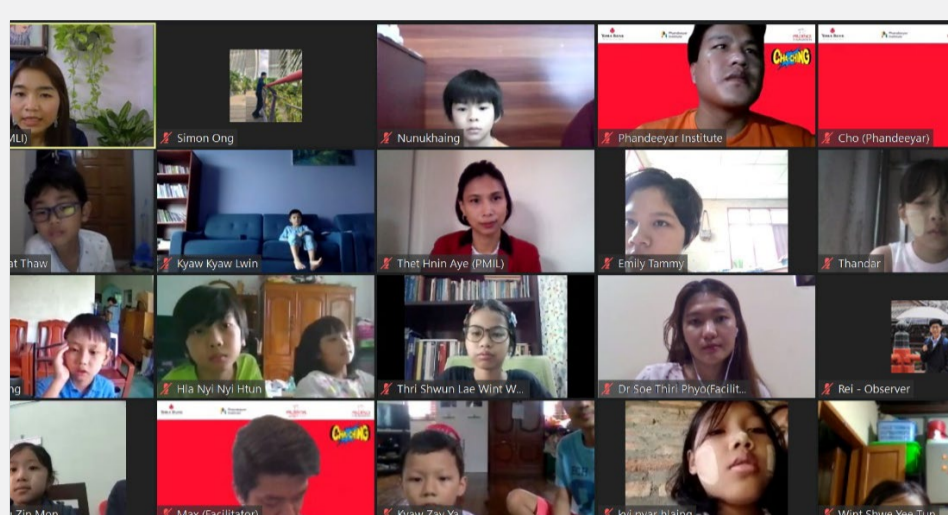
The funds were specifically aimed at providing public transport assistance for displaced migrant workers who needed to travel to locations for essential services such as medical appointments, renew their work passes or attend interviews with potential employers.



LAOS

### Prudential Laos donates 3,000 face shields to protect frontline healthcare workers against COVID-19

On 28 May, Prudential Laos donated 3,000 face shields worth LAK 49,500,000 (USD 5,508) to the Ministry of Health to support frontline healthcare workers who play an integral role in responding to the COVID-19 outbreak in Laos. The face shields have been distributed to hospitals in Vientiane, as well as other provinces and remote areas to support doctors, nurses, and other healthcare professionals who are most in need of protective equipment.



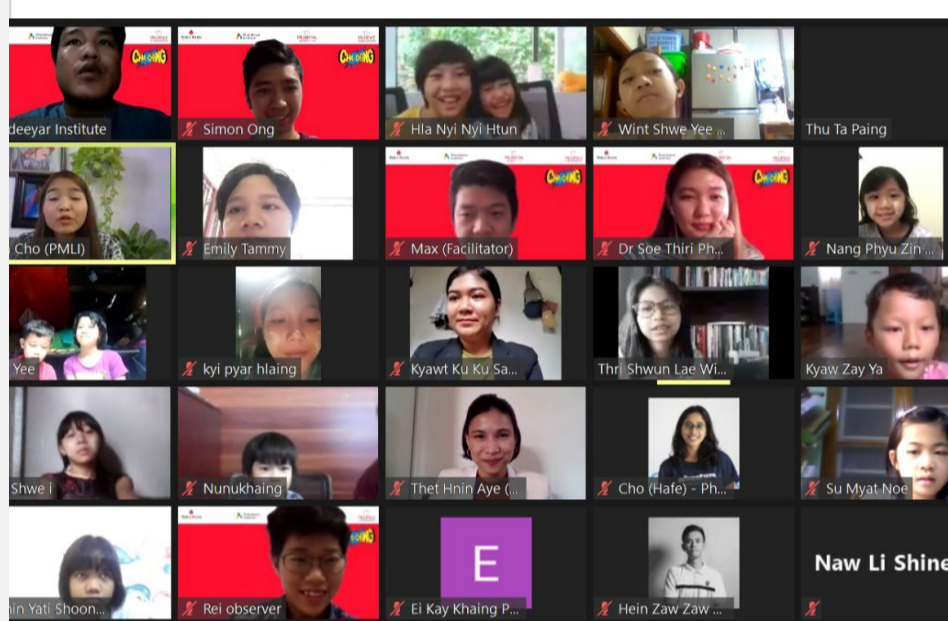
MYANMAR

### Prudential Myanmar launches Financial Literacy Festival to foster financial and economic education in Myanmar

The Financial Literacy Festival was launched successfully in September by Prudential Myanmar, Yoma Bank and Phandeeyar Institute in an effort to remove the gap in access to financial services.

As a week-long virtual learning programme aimed at enhancing financial literacy skills and improving the capacity to leverage digital solutions, it was designed to strategically provide support to students, working professionals, small business owners and entrepreneurs, and was also open to the general public across the country. During the festival, Prudential Myanmar hosted courses inspired by Cha-Ching, the regional award-winning programme created by Prudence Foundation designed to impart knowledge about basic money management skills.

The curriculum and video trainings were made available for free and easily accessible via Phandeeyar Institute's online learning platform.



SINGAPORE

### Prudential Singapore launches Virtual Senior Engagement Programme amid COVID-19 to help seniors stay active and engaged

Given the suspension of all face-to-face volunteering in March 2020, social isolation among vulnerable seniors was identified as a critical issue. Working closely and quickly with the South East Community Development Council, Prudential Singapore donated digital devices such as Smart TV sets to Thong Teck Home for senior citizens.

Equipped with digital devices, Thong Teck Home residents engaged virtually with one another through the Virtual Senior Engagement programme. Through exercise routines and cognitive games, Prudential Singapore PRUvolunteers were able to promote social bonding and improve psycho-social wellbeing among seniors.

Currently, Prudential Singapore runs six sessions weekly with various community partners.



THAILAND

### Prudential Thailand donates blood and face shields to the Thai Red Cross Society to fight COVID-19

Prudential Thailand donated 33,750cc of blood and 2,500 face shields made by its employees to the Thai Red Cross Society, underscoring its support of frontline healthcare workers in the fight against the coronavirus pandemic. Medical personnel who have made significant sacrifices both physically and emotionally in their care for COVID-19 patients received the donations in a ceremony on 1 September, led by Robin Spencer, CEO and Pasaaree Theerasas, Chief Customer officer.



### PCA Life Taiwan makes significant strides in community investment; Receives appreciation from Taiwan President, Tsai Ing-Wen

PCA Life Taiwan continues to invest in its community with recent programmes that include:

1. Improving children's access and digital capabilities in remote areas,
2. Providing daily necessities and care services to vulnerable and disadvantaged elders living alone,
3. Inviting 150 employees and customers to plant 1,000 trees for environmental sustainability.

In recognition of the company's community investment efforts and success, Laura Wang, CEO of PCA Life Taiwan, received the 'Certificate of Appreciation' from Taiwan's President Tsai Ing-Wen for advocating child protection and providing its support to vulnerable children and families.



### Cha-Ching teacher's workshop held in Taiwan

Eastspring Investments and PCA Life continue to collaborate on the Cha-Ching programme in Taiwan. Workshops have been held for teachers so they can learn how to deliver money management skills through Cha-Ching. Multiple teaching materials such as cartoons, board games and a teacher's guide were provided as part of the workshops. The companies received positive feedback from the teachers who were excited to learn new concepts to share with their students.



### Prudential Thailand donates blood Prudential Thailand Signs MoU with the British Foreign Office to financially support the Chevening Scholarship Scheme

Prudential Thailand, led by CEO Robin Spencer, has signed a memorandum of understanding with the Foreign Commonwealth and Development Office to financially support the Chevening Scholarships programme.

The recipient of the scholarship this year is Chanidapha Yamyim, who will pursue her Master's degree in Infrastructure Investment at the University College London, United Kingdom. The signing ceremony was also witnessed by Pasalaree Theerasas, Chief Customer Officer, and Saipin Choaknumkij, Chief Government Relations Officer.

## LOCAL INITIATIVES - AFRICA



### Supporting at-risk communities and front-line workers in the fight against COVID-19

With support from Prudential's COVID-19 relief fund, Prudential Beneficial Insurance is helping communities across Cameroon in the fight against the pandemic. Partnering with Value Health Africa, Prudential Beneficial is:

- Creating awareness through a print and social media campaign to highlight tips and precautions around the prevention of COVID-19.
- Providing access to water through the construction of manual boreholes in three disadvantaged communities and establishing 35 handwashing stations.
- Donating personal protective equipment and distributing more than 15,000 masks to vulnerable communities.
- Donating necessities and hygiene provisions to 25 orphanages.



### "We are in this together": The fight against COVID-19 in Vietnam

Prudential Vietnam and Eastspring Investments have joined forces with Save the Children to roll out a COVID-19 relief programme 'We are in this together', to provide emergency support to frontline hospitals and vulnerable families affected by the pandemic in Da Nang City, Vietnam.

Under the first phase of the programme, which took place on 1 August, 1,300 medical packages that included 3M N95 face masks, hand sanitisers and personal protective equipment were distributed to frontline hospitals. In addition, 500 household kits with food, kitchen and hygiene supplies were sent to disadvantaged families in Da Nang. More than 600 employees and agents of Prudential Vietnam also contributed to the programme by donating over USD 11,000 to set up "Rice ATMs", offering free rice to people in need.



### Raising awareness on eye care and eye protection for children

Following its success in 2018, the 'Eyesight' programme was re-launched in Vietnam in January 2020.

A series of activities targeting primary students, teachers and parents was rolled out in Hanoi and Haiphong cities to increase the awareness and knowledge of eye care and eye protection among children. As of September 2020, a total of 102 teachers and school medical staff had been trained and 96 eyesight charts provided to six schools, where teachers and school medical staff will implement monthly eyesight checks for students. A child-friendly eye care comic book was also developed and distributed to 4,000 students.



### Prudential Zenith Life donates USD 100,000 to Slum2School Africa towards the fight against COVID-19 in Nigeria

The COVID-19 pandemic has affected the education system and widened the inequality gap in Nigeria, particularly impacting its poorest communities. Underprivileged children are unable to access online learning materials compared with students of affluent backgrounds.

With support from Prudential's COVID-19 relief fund, Prudential Zenith Life Insurance donated USD 100,000 to Slum2School Africa, to combat the impact of the pandemic by procuring 300 tablets with internet connections, 34 laptops for teaching facilitators, 34 whiteboards, markers and board eraser sets, state-of-the-art learning studios for pupils, stationery, as well as learning programmes and software for students.

"Our contribution to Slum2School's activities demonstrates our corporate social responsibility action plan, which is targeted at communities most in need of the support we provide," said Mr Igumbor, Prudential Zenith Life Insurance Managing Director and CEO.



### COVID-19 response: Breaking the chain of transmission

With support from Prudential's COVID-19 relief fund, Prudential Belife Insurance and partner Association Graine d'Ivoire et Santé (AGIS), a non-governmental organisation, are helping communities fight against the pandemic. Through a number of initiatives in Yamoussoukro, the political capital of Côte D'Ivoire, and Bouaké, the programme has:

- Raised awareness of compliance with barrier measures and education on the pandemic.
- Disinfected various high-risk public spaces including postal service centres, local transport vehicles, terminals and stations, public toilets, markets and supermarkets.
- Distributed more than 16,000 units of hand wash and disinfectant kits, gloves, and cleaning kits.
- Trained community leaders and provided them with the tools to continue raising awareness after the programme.



### Prudential Kenya donates learning kits and sanitary towels to needy students

Under the Prudential COVID-19 relief fund, Prudential Life Assurance Kenya has partnered with Kenya Education Fund (KEF), a non-profit organisation, to provide 15,000 secondary school students from under-privileged communities with learning kits.

The project was in response to the severe disruption of education by the COVID-19 outbreak, and targeted children from poor families in remote areas who are unable to access online learning due to lack of internet connectivity.

"The project is about bridging the learning divide affecting needy learners from vulnerable communities," said Raxit Soni, CEO of Prudential Life Assurance Kenya.

KEF Country Director, Dominic Muasya said, "Improving learning outcomes is crucial in ensuring students from poor backgrounds are not left behind."

In addition, sanitary towels were provided to over 4,000 female students, who would usually only be able to access these at school.