



Strategic Enabler: Community engagement and investment

Our approach to community investment

We align our community investment strategy with our business purpose, taking into consideration our stakeholders' areas of interests. Our strategy remains focused on health issues relevant to communities where we operate, education (specifically financial education) and building community resilience through safety. In living our purpose, we contribute to improving lives and leaving a lasting impact on society through our employee engagement and volunteer programmes. We continue to build on the long-term relationships we have with our community partners, offering both financial and skills-based support.

Governance of community investment

Our Group-wide Community Investment Policy and the Group's ESG strategy guide our approach to community investment and engagement. Within this framework, our businesses have the autonomy to manage their own community investment programmes. In Asia and Africa, Prudence Foundation, a unified charitable organisation governed by a statutory Board of Directors, regularly reviews our strategy and funding for community investment programmes with the aim of maximising positive outcomes in the regions where we operate. The Responsibility and Sustainability Working Group (RSWG) oversees our community engagement and investment activities on behalf of the Board.

Our Group-wide Community Investment Policy sets out minimum standards, including not permitting any investment or contributions that are prohibited by law or regulation, those under the Political Donations Policy, and those to any religious organisation whose principal aim is to propagate a particular faith. It is the Group's policy neither to make donations to political parties nor to incur political expenditure, within the meaning of those expressions as defined in the UK Political Parties, Elections and Referendums Act 2000. The Group did not make any such donations or incur any such expenditure in 2021.

Monitoring and measuring community investment

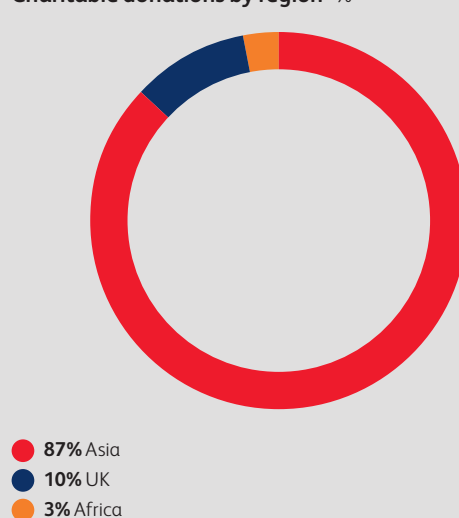
Our community investment performance metrics are aligned to the Business for Societal Impact (B4SI) Framework, which is used to monitor progress and guide the valuation of cash contributions.

In 2021, direct cash donations to charitable organisations totalled \$5.9 million (2020: \$9.7 million), reflecting donations made during the reporting year by continuing operations, excluding JVs. 2020 figures have been restated on this basis. For a breakdown, please refer to the charts.

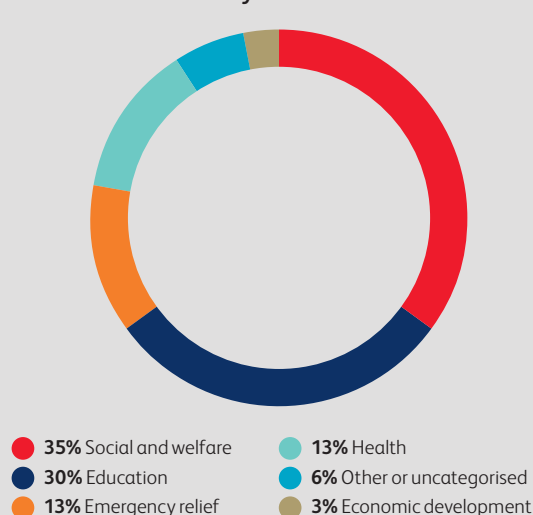
Due to the broad nature of our community work, some of our projects span different focus areas, in which case classification is made according to the activity's primary purpose. For instance, our community resilience projects may sit within social/welfare, education or health. The reduction in our overall spend was largely attributed to having more one-off donations in response to the immediate impact of the Covid-19 pandemic in 2020. Exceptional activities undertaken in 2020 included our donations to The China Research Development Foundation and a number of Covid-19 relief projects.

Prudential colleagues and agents also contributed around 26,000 hours of volunteer service in their local communities in 2021.

Charitable donations by region* %



Charitable donations by area of focus %



* Within the scope of EY assurance – see page 74.

Covid-19 Relief Fund

In 2020, the Group created a US\$2.5 million Covid-19 Relief Fund, which was administered by Prudence Foundation, Prudential's community investment arm in Asia and Africa. The fund was distributed to Prudential's businesses globally, supporting approved charitable and community projects that addressed the immediate social and economic impacts of the pandemic.

In 2021, a new US\$2 million fund was launched to continue to support communities still struggling with the pandemic. Local businesses' programmes have focused on supporting vulnerable communities on efforts that include Covid-19 messaging, hygiene and sanitation, nutrition and educational programmes. These include:

- > Prudential Laos' support for the Laos Red Cross in providing schools with appropriate Personal Protective Equipment as children return to school.
- > Two projects in Uganda, with one providing food to teachers in vulnerable communities whose livelihoods have been affected by prolonged school closures due to the pandemic. The second project focuses on providing mental health services to those suffering from the impacts of Covid-19, as well as raising awareness on the issue.

In addition to the Covid-19 Relief Fund, Prudence Foundation also launched a SAFE STEPS Kids 'Be Cool Be Clean' campaign with Cartoon Network. This campaign includes video and activity materials that teach children the importance of good hygiene. The content is distributed across all Cartoon Network platforms as well as our key SAFE STEPS Kids partnerships, such as the International Federation of Red Cross and Red Crescent Societies (IFRC) and various National Red Cross Societies.

Health

In the area of health inclusion, Prudence Foundation has been supporting early childhood care and development since 2013. In 2020, we established a new partnership with UNICEF to implement a regional early childhood development (ECD) programme that advances ECD as part of the Nurturing Care Framework. The goal is to raise awareness and provide essential knowledge and skills to parents and caregivers around holistic nurturing care for children aged from up to three years old. In 2021, the programme saw a successful pilot in Indonesia, where it reached 30,000 parents and 60,000 children aged under five. In addition, with funding support from Prudence Foundation, UNICEF has completed country rapid assessment on Nurturing Care ECD services in four countries: Cambodia, Indonesia, Thailand and the Philippines. The findings will help inform a larger initiative for developing country-specific ECD strategy and programming approach in the near future.



Virtual Mapathon

Each year, disasters around the world kill nearly 100,000 people and affect as many as 200 million people, and millions more die of preventable diseases. Many of the places where these incidents occur are 'missing' from open and accessible maps, resulting in a lack of reach for humanitarian organisations.

Since 2014, Médecins Sans Frontières (MSF), also known as Doctors Without Borders, has been supporting the Ministry of Health in Nigeria to fight Noma, a low-profile disease that mostly affects children under five living in poverty.

In October 2021, Prudence Foundation, in partnership with MSF, organised two Missing Map Mapathon sessions, where PRU Volunteers helped to put the missing places and populations in Sabon Birni and Illela of Nigeria on the digital map. The effort will help MSF get to the patients more quickly, track diseases more effectively and better understand where the needs of the people are the greatest during an emergency.

A total of 174 PRU Volunteers from 20 locations across Asia, Africa and the UK participated in the Mapathon events, mapping out over 7,000 buildings in Sabon Birni and Illela. With physical volunteering becoming more challenging, this virtual volunteering event provided a meaningful opportunity for our employees to connect with one another in a good cause. We are hopeful that our contribution will make a significant impact in enabling timely prevention and treatment of the disease. We will consider holding the activity again in 2022, given the positive response received.

In conjunction with the Mapathon, Prudence Foundation has also made a donation of US\$45,000 (HKD 350,000) to fund MSF activities in providing healthcare to the people in need.

Education

Cha-Ching

Developed by Prudential to address the gap in financial literacy for children, Cha-Ching is a global financial education and responsibility programme catering to children aged between seven and 12.

The award-winning programme, now in its 11th year, continues to expand across all our markets and is well received by children, parents, educators and government. For more on our approach to promoting financial literacy and how it supports making health and financial security more accessible, please see page 80.

Safety

SAFE STEPS

To promote the resilience of communities, we run SAFE STEPS, a global programme that provides education and awareness on life-saving tips, including information on climate and disaster risk preparedness, road safety, first aid and Covid-19. Developed in partnership with the IFRC and National Geographic, it continues to reach millions of people in Asia and Africa through our many media partnerships and government collaborations.

In 2020, we developed the SAFE STEPS Covid-19 campaign to provide key educational messages and awareness on Covid-19 across Asia and Africa. In 2021, Prudence Foundation worked with IFRC Africa to implement a Covid-19 Risk Communication and Community Engagement programme, providing informative materials to help address common Covid-19 misinformation and vaccine concerns. In addition, country-specific communication strategies are being co-developed between local Prudential business and National Red Cross organisations to cater for local concerns and needs across five countries.

Prudence Foundation continued with its SAFE STEPS Kids initiative, which uses popular cartoon characters to equip millions of children with actionable information to protect themselves and others in the event of emergencies or disaster situations. The programme has been leveraged by National Red Cross societies in Malaysia, Singapore, Indonesia and the Philippines and integrated into school activities, reaching more than 7,000 students via both online and offline programmes.

The programme's reach continues to be significant:

- > SAFE STEPS programmes reach over 100 million people in Asia and Africa via various media partnerships;
- > SAFE STEPS Kids has a TV reach of 35 million households every day; and
- > On social media, SAFE STEPS Kids has reached over 23 million people, and its videos have been viewed 5.6 million times across all digital platforms since its launch.

SAFE STEPS in Asia

In Vietnam, Prudential has partnered with AIP Foundation to implement a holistic SAFE STEPS Kids Road Safety programme in two provinces in 2020 and 2021. The programme not only benefited over 2,700 students directly through educational activities, but also saw other positive benefits such as:

- > The average helmet-wearing rate across the project schools increased from 26 per cent (pre-intervention) to 88 per cent at the end of the project;
- > Students' road safety knowledge improved from 9.8 per cent to 59.6 per cent; and
- > Safe pedestrian behaviour improved from 78 per cent to 97 per cent for students who walked on the sidewalk; and from 18 per cent to 76 per cent for those using zebra crossings.

In the Philippines, Prudential continued to partner with the Metro Manila Development Authority (MMDA) to promote the wellbeing of its employees, as well as motorists and pedestrians, through the SAFE STEPS Road Safety programme. MMDA is the frontline government agency in Metro Manila that is responsible for traffic management, waste management and disaster prevention, among others. Free personal accident insurance coverage was extended to 8,000 of its regular and contingent employees who belong to marginalised sectors and have little or no access to protection. From 2020 to October 2021, we processed benefits for 21 families of MMDA's employees.

SAFE STEPS in Africa

SAFE STEPS Road Safety Africa continues to be launched across our Africa markets:

- > Zambia continues to work with the Road Traffic Safety Agency on distributing the campaign, where it is broadcast on eight radio stations, reaching 8 million people.
- > In Côte d'Ivoire, new partnerships have been established to promote the campaign, reaching over 5 million people.
- > In Ghana, a partnership has been established with the government's 'Arrive Alive' campaign, which will see the SAFE STEPS Road Safety campaign run on multiple channels.
- > Lastly, in 2021 a partnership with Nation Media Group, the largest independent media house in East and Central Africa, was established for the promotion of the campaign in Kenya throughout 2022.

SAFE STEPS D-Tech Awards

The SAFE STEPS Disaster Tech (D-Tech) Innovation Programme, introduced in 2019, is to identify, fund and support innovative disaster tech solutions that could save lives in natural and climate-related disaster events. It is also aimed at catalysing innovation and increasing investment and non-financial support through partnerships. The programme has been unified with the SAFE STEPS programme and relaunched as the SAFE STEPS D-Tech Awards. The second awards edition kicked off in December 2020 and the finalists and winners were announced in June 2021. The Stimson Center from the US won the non-profit category with its Mekong Dam Monitor, which uses satellite data to provide near real-time monitoring of water levels in Mekong dams, enabling downstream communities to prepare for floods, water supply disruptions and other risks caused by upstream dam operations. EcoWorth Tech from Singapore was awarded the for-profit prize for its Carbon Fibre Aerogel (CFA) sponge, made of low-cost natural materials capable of cleaning waters and absorbing oil, mitigating the environmental impact of polluting industries.

In addition to prize funds, the winners had the opportunity to receive mentorship, technology support and access to investor networks across the region. The SAFE STEPS D-Tech Awards continue to grow and our network of partners supporting the D-Tech Awards now includes humanitarian partner, IFRC, technology partner, Lenovo, and eight strategic partners.

Disaster risk reduction in schools

Since 2013, Prudence Foundation has been supporting the implementation of Safe Schools in partnership with Save the Children and Plan International, which aims to address the objectives of the Comprehensive Safe Schools Framework (CSSF), a globally recognised framework that focuses on the importance of school infrastructure, school disaster management and disaster risk education. This partnership also supports the objectives of the Sendai Framework for Disaster Risk Reduction.

In 2021, in view of the Covid-19 pandemic and the ongoing risks related to climate change that continue to impact learners globally, Prudence Foundation supported a global initiative led by Global Alliance for Disaster Risk Reduction & Resilience in the Education Sector (GADRRRES) and Save The Children, to revise and strengthen the CSSF. The revised Global Comprehensive Safe School Framework is expected to be completed by March 2022 and will look to include an all-hazards approach to education resilience compared to previous editions.

To date, Safe Schools has been implemented in Indonesia, Vietnam, Thailand, Cambodia and the Philippines, with over 141,000 students and 51,000 adults trained in disaster risk reduction planning and capacity building. In 2019, Prudence Foundation renewed its partnership with Plan International to roll out the programme across Thailand, Cambodia and the Philippines between 2019 and 2022, aiming to reach a further 20,000 children and adults by the end of 2022. However, we have since reached over 48,000 children and adults, exceeding the original three-year target.

In the Philippines, Prudence Foundation has partnered with Save the Children and the Philippines' Department of Education to develop a management information system for schools designed to reduce disaster risk, along with training and capacity-building for teachers and local government officials. All components of the Disaster Risk Reduction Management Information System (DRRMIS) have been completed in 2021, however due to school closures, only the first component of the ecosystem – Rapid Assessment of Damages Report (RADaR) – was implemented nationwide. This was a timely rollout, as the Philippines was hit by five typhoons and three earthquakes in a span of just six months in 2021. During these disasters, RADaR was used by over 21,000 schools, with more than 37,000 submissions, providing timely reports to enable a speedy response from the government to ensure school safety and education continuity. The programme will continue to be rolled out and expanded through 2022 and 2023, with the aim of benefitting over 20 million students and almost 47,000 schools nationwide. External consultants have also been engaged to conduct an independent evaluation of the programme, with the intent to share evidence-based impacts and build a case study for other governments to reduce disaster risk and potentially replicate this approach in other countries.

London community investment activity

Prudential plc continued its long-term support of Save the Children's Emergency Fund, which helps the charity prevent and respond to crises across the world. In 2021, the charity responded to a number of incidents in our markets, including floods in Indonesia and Nigeria, the threat of Ebola in Côte d'Ivoire, and Covid-19 relief efforts in Uganda and Thailand.

Prudential's London office continued its three-year partnerships with four local charities – The Cares Family, The Connection at St Martin's, Mind in the City, Hackney and Waltham Forest, and The Amos Bursary – supporting projects tackling homelessness, isolation and loneliness, mental health and social inclusion.