



Strategic Pillar:

## Making health and financial security accessible



**18.6m**  
customers<sup>1</sup>

**89%**  
customer retention

**32m**  
downloads of Pulse  
in 17 markets

**41%**  
increase in health and  
protection policies

**29%**  
Sharia market share  
in Indonesia

**\$8.8bn**  
paid to our customers  
related to their long-term  
insurance products

<sup>1</sup> Full Group, including joint ventures

Despite the rapid rise in prosperity in Asia, there are still low levels of insurance cover and limited social safety nets.

This is evidenced by 39 per cent of health and protection spend still being paid out-of-pocket, and an estimated 80 per cent of the population of Asia still without insurance cover. Combined with rising prosperity and ageing populations, this creates a large and growing health and protection gap that has been estimated at US\$1.8 trillion. Our goal is to close the health, protection and savings gaps across Asia and Africa.

To achieve this, we are focused on four areas:

**1 Digital innovation**  
where we make healthcare services and financial management tools easily available.

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**2 Inclusive offerings**  
where we develop more inclusive products and services for underserved segments of society, including products suitable for a wider range of income groups such as through our 'bite-sized' insurance products.

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**3 Meeting the changing needs of our customers**  
and ensuring they have the best access to our products through our multi-channel and integrated distribution approach.

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**4 Promoting financial literacy**  
so that people gain knowledge of financial management and have a deeper understanding of protection benefits.

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## Making health and financial security accessible / continued



### 1 Digital innovation

Digitalisation supports greater accessibility as more consumers, particularly those in developing markets across Asia and Africa with relatively high smartphone penetration rates, begin to rely on digital channels for financial products and services.

***‘As growing cross-industry collaborations make healthcare and financial security more widely accessible and affordable to all, digitalisation could go a long way to closing the protection gap – and help people to live well for longer.’***

**Boon Huat Lee,**  
Chief Digital Officer

By scaling up our use of digital technology, we can help make healthcare and financial security more accessible and affordable, and support our customers to prevent, postpone and protect against ill-health.

Core to this is Pulse by Prudential, our all-in-one health and wealth app, which uses AI-powered tools and personalised services. Pulse empowers people to take charge of their health and wealth anytime, anywhere.

Pulse is active in 17 markets in Asia and Africa and we utilise AI technology to offer users a wide selection of services, ranging from health assessments and risk factor identification to telemedicine, wellness and digital payment capabilities. Health features such as AI Symptom Checker and Digital Twin have been launched in Pulse to most markets in which Pulse is available. These features are paired with health experts online (where available) and fitness communities to help Pulse users stay healthier.

Pulse has widened its offerings, attracting more users, with cumulative downloads of the Pulse app now exceeding 32 million. The breadth of services on this all-in-one health and wealth app is designed to attract a new generation of customers, one that is younger, more health-conscious, and from middle to lower income groups.

We are growing the capabilities of Pulse across all our businesses, adding new features that are relevant to each market to increase user engagement. As we design these services, we consider emerging population risks and public health trends, such as an ageing population.

Health is not only the absence of disease but also the ability to be and stay healthy by taking positive actions towards preventing adverse health outcomes. Pulse supports our customers to postpone and prevent ill health through its food and fitness features, empowering them with the tools they need to embark on their personal health journey.

The demographic of Pulse users tends to be our younger customers, for whom the immediacy of information provided by the app is important. Free features rolled out in 2021 around food and nutrition, such as accessible information on the importance of micronutrients, enable our customers to make healthy choices and allow for regular interaction with the app. Meal plans and recipes are also provided, with further enhancements planned for 2022 to add more regional recipes, reflecting culinary diversity.

Fitness features developed in 2021 include the roll-out of My Wearables in all markets in Asia and Africa, which allows users to synchronise Pulse to their fitness tracking devices. With the PulseFit subscription, customers can access curated exercise videos and track their personal goals to form healthy habits.

All our markets continue to be affected by the Covid-19 pandemic and our businesses have continued to support our customers and communities in a range of ways. Initiatives include providing free Covid-19 protection and post-vaccination benefits, and awareness campaigns to educate communities on Covid-19 prevention and protection.

### Wealth solutions

We intend to lower the threshold for wealth services, high-quality advice and services to the broader market. This will be enabled by a wealth offering on Pulse, which can stand on its own or be combined with advice from an agent. Our goal is to be a trusted adviser, regardless of channel, as we financially educate people, help them plan and visualise goals, and guide them on where and how to invest.

During 2021, we rolled out digital wealth solutions, Wealth@Pulse, in three markets – Singapore, Thailand and the Philippines – with plans to include more markets next year. In these markets, users have access to a personal AI digital assistant trained to respond to users' queries on financial planning and a Knowledge Centre containing bite-sized information resources.

### Digital partnerships

Partnerships are critical to the development and success of Pulse. We build deep relationships with our digital partners to expand multiple offerings that combine health, wealth, retirement and lifestyle knowledge and solutions. To date, we have entered into 56 key digital partnerships, including with Smarter Health and Privé Technologies in 2021. These add to our global and local partnerships with healthtechs from around the world, including UK-based Babylon Health, Indonesia-based Halodoc, Malaysia-based DoctorOnCall and Singapore-based MyDoc.



## Making health and financial security accessible / continued

In Africa, we partnered with a telemedicine partner, Rocket Health, to provide convenient and cost-effective healthcare services to our customers and agents in Uganda. In Ghana, we formed a partnership with BIMA, a leading provider of mobile-delivered insurance and health services, and AirtelTigo, Ghana's third-largest mobile operator, to provide customers with simple, affordable insurance products. This partnership strengthens our financial inclusion proposition for the informal sector – primarily made up of petty traders with low income and no social protection – helping them to access health and insurance services through a simplified claims process.

### Digital health development and thought leadership

In 2021, Prudential Singapore returned as the headline sponsor for the world's largest fintech event, the Singapore FinTech Festival, where our key message was around the importance of trust in building a sustainable business.

The PRUFintegrate programme continued to engage the design, technology and student communities around the world through the API Exchange (APIX) Hackolosseum platform, encouraging them to reimagine health and wealth outcomes and contribute creative solutions to business challenges. In 2021, a total of 52 entries took part in a new challenge statement on how Pulse features can be leveraged to provide health and wealth benefits for our communities.



In May 2021, Prudential Thailand hosted a virtual two-day 'HealthHack' competition, an AI-focused hackathon offering Thai innovators the opportunity to showcase their healthtech capabilities. The hackathon sought innovative solutions to two problems: to help modify unhealthy behaviours and for the non-invasive diagnosis of a health condition. The solutions were required to leverage AI capabilities to perform diagnosis through smartphones, wearables or imaging. The contestants were evaluated based on the level of innovation, user experience and interface design, as well as technological techniques employed to build the target feature, with a total of 16 teams presenting solutions.



In the Philippines, we continued the conversation about pressing healthcare topics through our Healthscape PH Dialogue Series, which brought together government and corporate stakeholders. At the first webinar, titled 'Healthscape PH: Focus on Filipinos' Health and Wellbeing in 2021', we launched our [Health of Asia Barometer report](#), which explores the challenges Asian societies face in efforts to improve citizens' health and wellness. The second webinar covered the launch of a study commissioned by the Philippines business on the effects of climate change on the health and wealth of Filipinos. The study was designed to guide the government and businesses in developing climate-mitigation strategies and solutions. The paper's key finding was that no disease group is immune to the effects of climate change, and that the incidence of some conditions is expected to increase as a result of climate change. Such conditions include vector-borne diseases, including dengue fever, as a higher daytime temperature is scientifically linked to increased dengue incidence.

The paper, which supports Pulse's proposition of affordable health protection offerings such as dengue cover, is authored by Dr Renzo Guinto, a planetary health expert. For more information on this paper, please refer to page 25.



In Singapore, as part of our ongoing research on preparing for longevity, we conducted a new study in 2021 with the Economist Impact (part of the Economist Group) called '[Re-imagining 100](#)'. The research examines the pandemic's impact on Singapore residents as they live longer lives. While Covid-19 has not adversely affected Singaporeans' readiness to live to 100, it has had a negative impact on their mental health and financial wellbeing. Forty-seven per cent of the respondents reported a deterioration in their financial wellbeing since the onset of Covid-19. Mental health is also strained, with 70 per cent of respondents who reported a deterioration in their mental health also saying their financial wellbeing has declined. This has affected people's confidence in their ability to finance longevity, with only 29 per cent saying they feel prepared to live to 100. In these uncertain times, we remain committed to helping people prepare for the future by supporting them in their health and financial planning journey today.



## **2 Inclusive offerings** We recognise the importance of health and financial inclusion, particularly in emerging markets and in markets that are experiencing demographic shifts and varying levels of social safety nets.

In making health and financial security accessible, it is vital that we develop and re-design our products and services, across our multi-distribution channels, in a way that is inclusive. This is so that underserved segments, including vulnerable communities, have the protection and savings products which meet their needs. This will include, but not be limited to, products that recognise the evolution and needs of families, women, religious minorities, small and medium-sized enterprises and lower-income groups.

### **We DO family**

With our purpose to help people get the most out of life, Prudential is striving to widen our scope and provide protection solutions that are more inclusive to meet these evolving customer needs. During 2021, we developed a campaign, We DO Family, to support the development of more inclusive products that recognise the evolution of nuclear families. The initiative seeks to address this through expanding our product coverage to include a wider array of relationships. Families exist in many forms, such as grandparent-grandchildren families, aunts and uncles parenting nieces and nephews, single-parent families, stepfamilies, co-habitation and adoptive families, as well as other de facto family units.

## Making health and financial security accessible / continued

To encourage greater product innovation around the concept of families, we ran an internal competition where each business proposed both new products and changes to product terms that would address the needs of a wider range of families. The entries were presented to the Customer Proposition Council and the winning entry was from Prudential Vietnam with its campaign 'Tell me who you love'. The proposed product offers a tailored, standalone critical illness cover that covers the customer and their chosen beloved. As an added touch, the customer can choose to send a personalised card to their selected partner upon purchase. Another notable entry was from our business in the Philippines, which developed PRUHealth FamLove, a family solution that gives customers the ability to share coverage with up to three family members. It also recognises the diversity of Filipino families by allowing for these to include spouses, but also other de facto partners, including same-sex couples, and adopted children. We will be working to implement these concepts in 2022.

Prudential Hong Kong has expanded its beneficiary list for all its life insurance policies, embracing inclusiveness in support of evolving family structures. Customers who purchase a life insurance policy can now choose from either their same-sex or opposite-sex fiancé/fiancée and spouses, grandparents, grandchildren, cousins, nephews and nieces, stepchildren and stepparents, or legal guardians, as their beneficiary.

### Women



In Thailand, Prudential introduced a 'Rewrite Her Life' campaign aimed at empowering women. As part of this, Prudential Thailand introduced products and services designed to support and help Thai women through all stages of life, including those who plan to manage their financial security. These included PRUClick Saving 8/20 and PRUSuk Samran, as well as various wellness products covering women's health, such as PRUBreast Cancer Care, PRUCritical Care, PRUSmart Health and PRUHealthy Plus.



In Indonesia, we launched Lady's Account Critical Cover, a group-based critical-illness product that is bundled with the UOB Lady's Account (savings account). The coverage focuses on seven types of female cancer including breast, cervix uteri, uterus and ovary.



In the Philippines, PRUHealth Prime – Select Breast Cancer was introduced as an affordable product that supports early interventions for breast cancer.

### Muslim community



Prudential Malaysia is committed to progressively evolving Pulse into an all-in-one health and wealth app for Malaysians, as well as addressing the needs of the Muslim community. As such, a Sharia-based ecosystem has been developed within Pulse, known as PRUIman & My Iman, available by subscription. The Sharia-based ecosystem serves as a digital Islamic lifestyle companion that helps users achieve total wellness, with the integration of health and wealth management through Islamic lifestyle practices. It includes tools, content and information to support the journey towards achieving quality of life spiritually, physically and financially, the Islamic way.



Prudential Indonesia continues to lead in the Sharia segment, where we have a market share of 29 per cent, driven by our commitment to expand inclusive product offerings to the mass market segment. In 2021, Prudential Indonesia diversified its product offerings by launching PRUCerah, the first Sharia-based traditional life insurance that offers monthly education fund benefits and an additional education fund. Demonstrating our commitment to fulfilling the diverse needs of Indonesians, we are establishing a dedicated Sharia business, Prudential Sharia Life Assurance. This will enable full product vetting by the Sharia religious authorities and the use of specialist distribution techniques.

### Small and medium-sized enterprises



In 2021, Prudential Singapore introduced Business@Pulse, a one-stop platform that helps small and medium-sized enterprises (SMEs) broaden and simplify access to insurance and employee benefits, which will be implemented in 2022. This is part of our regional enterprise business offering that enhances the way we support and interact with our SME partners. Unlike multinational corporations, SMEs may not have sufficient resources to build or buy their own digital platforms, often resulting in manual processes. As Singapore grapples with an ageing workforce and rising healthcare costs, there is a need to help SMEs support their employees with the necessary protection through our digital tools. Through Business@Pulse, employees will be able to view their group insurance coverage and make claims easily from within the app itself.



Prudential Thailand is also supporting corporate customers, including SMEs, through the delivery of digital solutions, technologies and insurance products via its new group employee benefits health services. The new services offer corporate customers the flexibility to choose and adjust insurance benefits to suit every type of enterprise needs. With 24/7 access to Pulse by Prudential, including online telemedicine services, employees are able to access holistic health management services, designed to help maintain the physical and mental health of all employees.



In July 2021, the Philippines business launched a group insurance package for companies and their employees through a collaborative partnership with AstraZeneca, a leading biopharmaceutical company, Avega, the country's leader in healthcare administration, and Intellicare, the country's pre-eminent health maintenance organisation (HMO). The product is made available via Pulse and is supplemented by health awareness content from AstraZeneca that can also be accessed in the app, to create a holistic approach in providing the best health and wellness programmes for the Filipino workforce.

### Low-income groups



One of our flagship programmes in Malaysia, PRUKasih, has been helping low-income families and the disabled community with temporary financial relief since 2011. As a public-private partnership, we work with government agencies, 11 NGOs and 27 community volunteers to scale up and support members and their families with financial aid in the event that they experience a loss of income due to illness, accident or death. This sponsored financial protection plan supports more than 40,000 households across 35 communities and provides protection to over 33,000 members. Since the project began, PRUKasih has paid out approximately US\$3.87 million (RM16.2 million) on over 11,000 claims cases.





## Making health and financial security accessible / continued

As part of plans to scale the PRUKasih programme to benefit more low-income families, we plan to convert the programme into a microinsurance offering, providing affordable premium products for the low-income community. With PRUKasih 2.0, we hope to reach more low-income families nationwide and make financial protection widely available and affordable.

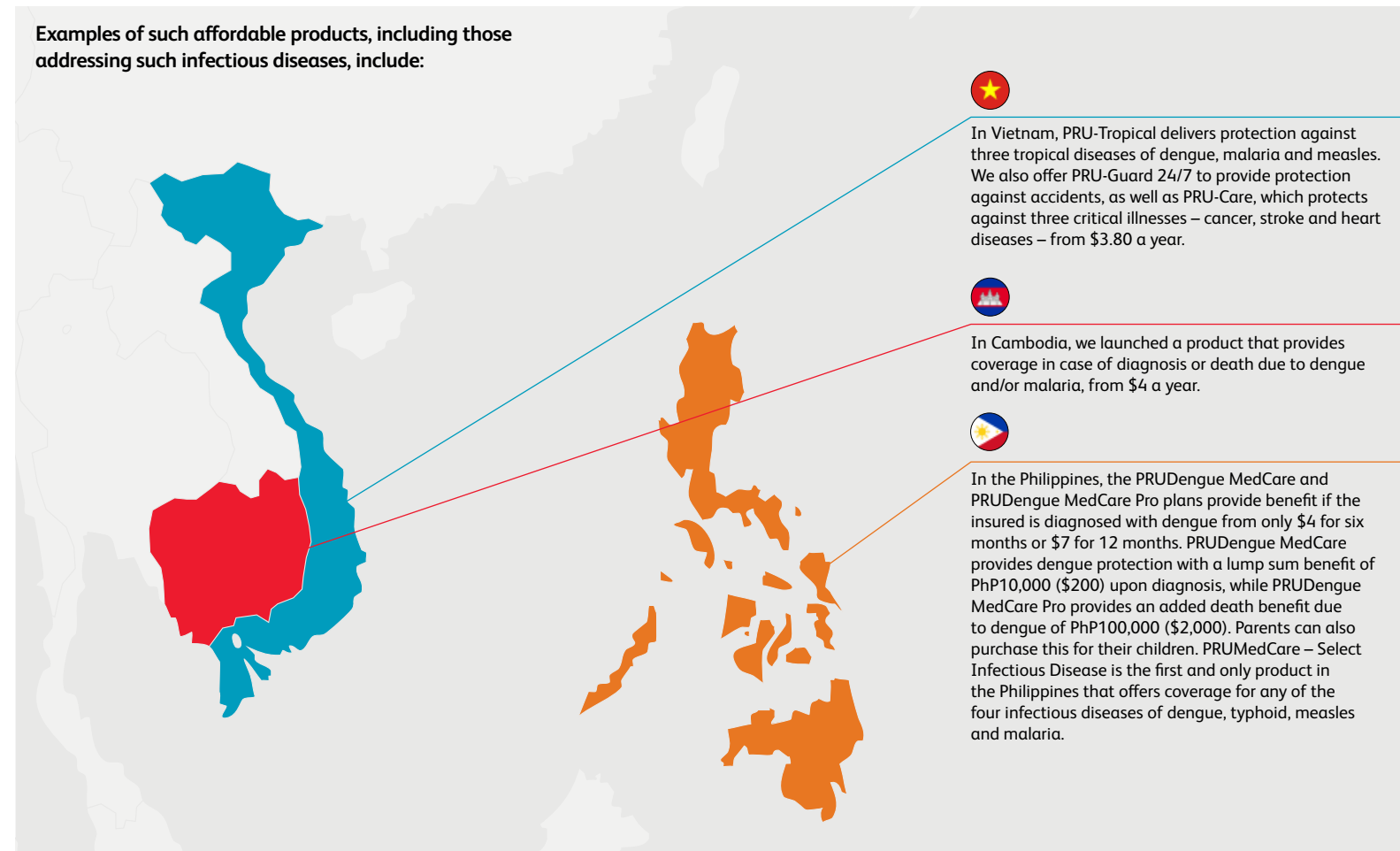
### Bite-sized offerings

A critical aspect of inclusive offerings is affordability. We ensure this by developing bite-sized insurance products that cater to those who seek ease and convenient processes without complex documents, as well as under-insured consumers or first-time buyers who are seeking financial planning without neglecting their income and lifestyle needs.

We are also specifically designing products to address conditions that are becoming more prevalent as a result of climate change.

For example, cases of dengue fever, a mosquito-borne viral disease, are increasing in several of our markets.

Examples of such affordable products, including those addressing such infectious diseases, include:



### 3 Meeting the changing needs of our customers

Our trusted brands, digitally enabled multi-channel distribution, and efficient and agile infrastructure enable us to meet the growing health and wealth needs of people and their communities.

We are enhancing our digital tools and capabilities (such as Pulse) to make it easier for customers to interact and stay with us.

In parallel to Pulse, we use a multi-channel distribution model with over

**540,000**

licenced tied agents and access to over

**26,000**

bank branches.

We are equipping our people and our advice channels with new skills, so that we have a much more inclusive approach to the markets that we serve.

**Making health and financial security accessible / continued**

Customers are at the centre of our business. We have a Group Code of Business Conduct (see *Good governance and responsible business practices* section on page 55) that sets out how we do business. Within this, the Group has set out five Customer Conduct Standards within the Customer Conduct Risk Policy, each with its own key control processes and activities:

**1. Provide and promote high standards of customer service**

We measure customer service in a number of different ways to ensure we are delivering for our customers, including complaints, persistency and policy cancellations. On an annual basis we use a third party to conduct a customer satisfaction survey in each of our businesses, measuring both net promoter score and overall customer satisfaction. While cultural differences may not allow a meaningful Group-wide aggregation on the current methodologies, we are seeking to develop a more consistent methodology during 2022, which

includes in-depth insights to determine which part of the customer journey has the most impact on their advocacy, and to better understand customers' sentiments from their verbatim comments.

We use the insights from these surveys to drive further improvements in our sales and servicing processes. For example, our claims promise was developed as a result of this feedback. We also carry out a series of transactional touchpoint surveys at the local business level on a systematic, consistent and regular basis to assess customer satisfaction. Monthly trends are analysed by our businesses and specific customer feedback is used to carry out root cause analysis.

We recognise that when a customer is making a claim this may be a particularly stressful time in their lives. Therefore we strive to ensure that our claims process is simple, fair and transparent, and our staff and agents are professionally trained to support customers in their time of need. During 2021, we launched our claims promise for our customers in Asia.

***'A Prudential policy protects you and your family during life's difficult moments. We pay your claim as quickly as possible and with compassion and care. We make it simple and easy, and only ask for necessary information.'***

**Our claims promise**

To support customer service, we are upgrading and digitising our learning and development programmes. Our approach enables our agents and partners to more capably and confidently advise on an ever-evolving set of customer needs.

FUTURReady is a suite of Pulse-enabled tools and programmes that support all aspects of agency management. Our new agent onboarding programme, PRUExpert includes digital content, plus several weeks of instructor-led and work-based learning. The programme is designed to support

clear outcomes around performance, customer-centricity and market conduct. PRUExpert initially went live in Malaysia and the Philippines in 2021 and will continue to be rolled out across our markets in 2022. We also provide agents with more than 1,200 bite-size videos, for anytime anywhere learning and sales enablement. Our ambition is to help new agents attain MDRT certification in their first year and for agents to benefit from enhanced coaching from their leaders.

**2. Treat customers fairly, honestly, and with integrity**

Our local customer committees monitor our strategic customer initiatives, with the aim of transforming the customer journey and fulfilment and embedding a customer-focused culture. Our customer committees are responsible for making executive decisions on strategic customer initiatives and incorporating identified actions into their business operations or plans. Local customer committees feed up to a Group-level committee, which meets on a quarterly basis, known as the Transforming Customer Fulfilment Council. One particular topic that the council focused on during 2021 was revisiting our underwriting and claims rules to be more inclusive for diverse families.

Our businesses are required to comply with their local regulatory requirements and meet our Group-wide policies and standards covering the fair treatment of customers. We provided regular training for intermediaries to ensure that the salesforce has a clear understanding of our products, the target customers for each product, and the customer risks inherent in each product; and through the embedding of controls, including customer financial needs analysis and risk appetite profiling, to ensure the suitability of product sales.

**Our product approval process**



**We make the following commitments as part of our claims promise:**

<p><b>Timeliness:</b></p> <p>We handle each claim as soon as we receive it and will keep you informed of its progress.</p>	<p><b>Communication with care:</b></p> <p>We let you know when we receive your claim, require additional documents and outcome of your claim. Our staff and agent are professionally trained to guide you whenever you need help.</p>	<p><b>Fairness:</b></p> <p>We understand your claim is important to you. We treat every customer fairly. We ensure our claims process is clear, transparent, and without customer bias.</p>	<p><b>Customer experience:</b></p> <p>Your feedback is important to help us serve you better. If you have a complaint, we will deal with it seriously.</p>	<p><b>Privacy:</b></p> <p>We take your privacy seriously and will protect it at all times.</p>
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## Making health and financial security accessible / continued

### 3. Provide and promote products and services that meet customer needs, are understood by them and deliver value

In ensuring that our products meet customer needs, we consider product, suitability, marketing and sales quality policies.



#### Customer proposition

Our approach to responsible proposition design is intended to ensure that we provide products and services that meet the diverse needs of our customers and deliver real value. We design the entire pre-sale, onboarding and fulfilment journey with a deep understanding of the target customers' protection and savings needs across their life stages.

The Customer Proposition Council is the forum for our business and Group-level executives to innovate and institutionalise customer solutions that can be rolled out and implemented across our markets. During 2021, the Council focused on the diverse family concept and standalone critical illness plan, promoting equal access for wider family members, providing future-proof benefits and value-added services in an affordable way. Covering governance and oversight, our Product Approval Committee is responsible for approving products from our business units, including new insurance products, alterations of existing products and the launch of new funds on investment-linked products.

#### Suitability

We aim to simplify our insurance products and how they are explained in product documentation and by salespeople, so that customers can easily understand the features, benefits and associated terms and conditions and are able to clearly assess how our products fit with their needs. We have worked to simplify product brochures, information on our corporate website and our marketing campaigns to enable customers to understand the risk and benefits of products by looking at a single fact sheet. To protect vulnerable customers, our product development and customer engagement process identifies customer segments for which the product is not suitable and/or where assistance and further protection might be needed during the sales journey. Identifying and treating vulnerable customers with extra care is a core component of training for our sales force.

### 4. Maintain the confidentiality of our customer information and handle the data appropriately

We take all reasonable steps to ensure that customer data is processed fairly and in accordance with applicable data protection laws. This is discussed in detail in our *Digital Responsibility* section on page 41.



### 5. Act fairly and in a timely way to address customer complaints

We define a complaint as any explicit expression of dissatisfaction, grievance or criticism of our products or services provided by our employees/agents, regardless of the form or source, whether written or verbal, whether justified or alleged and whether from or on behalf of the complainant. A significant complaint is defined as an allegation or infraction that may adversely impact the business, whether financial or non-financial in nature.

Providing prompt and due action, where required, in response to customer complaints is essential to ensure appropriate outcomes for customers, treat them fairly and to maintain or rebuild confidence and trust in the Prudential brand.

Our local businesses are responsible for ensuring appropriate initiatives are implemented to mitigate or prevent complaints and associated risks, always striving to improve the handling of complaints and overall customer experience in the delivery and performance of products and services to them. Local businesses follow robust procedures, including governance frameworks for effective management of complaints, aimed at protecting customers' interests.

Our local businesses have independent and dedicated teams tasked with responsibility for managing complaints and maintaining databases of complaints received. Across the Group as a whole, our level of complaints remains steady at two complaints per 1,000 policies in force.

Our local businesses analyse complaint trends and patterns to make an assessment of potential risks and root causes of complaints. Complaints metrics and accompanying analysis and details of significant complaints are reported to local management and relevant committees, guiding subsequent actions aimed at preventing and managing underlying risks. Significant complaints are escalated where necessary to relevant senior management members, which may include the local compliance head and the CEO for appropriate guidance and management action. Our businesses track follow-up actions to ensure relevant remedial and preventive actions are implemented to properly address identified root causes and issues.



## Making health and financial security accessible / continued



### 4 Promoting financial literacy

One of the ways in which we make health and financial security accessible is through increasing financial literacy, a focus area for Prudence Foundation.

Our goal is to ensure that people have a good understanding of money management from a young age to help them to make more informed financial choices later in life. More information on Prudence Foundation's areas of focus can be found in the *Community Engagement and Investment* section on page 51 of this report.

#### Cha-Ching

[Cha-Ching](#) is a global financial education and responsibility programme aimed at children aged between seven and 12. Now in its eleventh year, the programme is aimed at tackling financial literacy gaps among children and today continues to expand across our markets. Cha-Ching involves a blended learning approach, leveraging digital tools and platforms as well as the school environment. Our aim is to ensure that the programme is accessible and freely available to millions of children, parents and teachers, equipping them with the necessary financial literacy skills.

In 2016, Prudence Foundation partnered with Junior Achievement (JA) to develop the Cha-Ching Curriculum, which has been successfully implemented for six years through strong NGO and government collaboration in eight Asian markets: the Philippines, Indonesia, Malaysia, Vietnam, Taiwan, Singapore, Cambodia and Thailand. More than 23,000 teachers have been trained to deliver the Cha-Ching Curriculum in schools to date, with over 870,000 primary school students having learnt the lessons of earn, save, spend and donate.

During 2021, an independent review of Cha-Ching was conducted to evaluate the progress of over 200,000 students using the curriculum across five countries in Asia.

***'The findings are impressive and analysis shows that students achieve higher scores on knowledge, attitude and behaviour after participating in Cha-Ching than they did before. Comparisons with other research suggest that the impact on financial knowledge is higher than is typical for developed economies.'***

**Dr Adele Atkinson**, global expert in financial literacy, who conducted the review



In 2021, the teacher-led Cha-Ching Curriculum programme continued in Africa, where we worked with Junior Achievement Africa to bring this to over 7,600 primary school students in four countries: Ghana, Nigeria, Uganda and Côte d'Ivoire. In Asia, Cartoon Network continues to broadcast the Cha-Ching cartoons, reaching over 35 million households daily. Cha-Ching content continues to be available online via the website and through digital channels including social media, receiving over 93 million views to date in Asia and Africa.

Given the ongoing Covid-19 environment in 2021, we actively drove digital initiatives as part of our efforts to increase the reach and impact of Cha-Ching:

- > The virtual 2021 Global Money Week campaign – led by the OECD and themed 'Take care of yourself, take care of your money' – saw the active participation of our 11 markets including Indonesia, the Philippines, Malaysia, Kenya and Nigeria, which held Cha-Ching webinars, competitions and digital campaigns to raise awareness of the importance of financial literacy for youths.
- > The online Cha-Ching Financial Accreditation (CCFA) continued to be rolled out where possible. This online assessment is endorsed by education authorities and was developed in alignment with the OECD Core Competencies Framework on Financial Literacy for Youth and the ASEAN Teachers Competency Framework.

The Cha-Ching teacher network continued to be strengthened through the CCFA, and online CCFA webinars were also held in the Philippines and Indonesia. To date, over 8,700 teachers have registered and 4,800 have completed the CCFA online assessment. Cha-Ching videos and parent resources have been made available for free on the Pulse app across markets including Singapore, Vietnam, Cambodia and the Philippines, with expansion into other countries expected in 2022.



## Making health and financial security accessible / continued

### PRUKasih Entrepreneurship Programme

Malaysia continued its PRUKasih Entrepreneurship Programme (PEP) for 34 members who were equipped with skills and knowledge needed to start a new business or scale their existing business. The programme focuses on developing mental and emotional wellbeing, which has been particularly critical during the pandemic, as well as honing financial skills. A total grant of US\$7,200 (RM30,000) was given to participants who successfully completed their business pitch with a panel of judges. More information on PRUKasih can be found on page 17 of this report.



### PRU e-FinLit

The Online Professional Certification Training Program on Financial Literacy, or PRU e-FinLit, was rolled out in June 2021 across the province of Negros Occidental in central Philippines, certifying 3,235 teachers in its first phase of implementation. PRU e-FinLit seeks to systematically improve the financial literacy of the Filipino public through inclusion of financial literacy in formal education accessible online, nationwide. This programme also supports the Department of Education's newly implemented Financial Education Policy, which aims to enhance the financial literacy and financial capability of all learners to make wise financial decisions and achieve financial health.

In Indonesia, our financial literacy efforts are focused on women, SMEs and Muslim communities, in addition to children. Through our financial literacy for women initiative, we reached more than 5,200 women in 2021. Our Sharia financial

literacy programme in partnership with Sharia-based financial services and Sharia Economic Community Association (Masyarakat Ekonomi Syariah) reached and educated nearly 7,500 people about the importance of Sharia insurance and raised awareness to more than 1,000 SME entrepreneurs.

In Laos, we developed and built an online learning course called Basics of Life Insurance, where people can access and learn about life insurance online for free. There are 12 lessons led by financial consultants covering the importance of life insurance and basic financial management concepts and skills. We also launched an online tool called Insurance Protection Calculator for individuals to calculate and assess their financial wellbeing.



### #MoneyParenting

[#MoneyParenting](#), a multi-award-winning initiative that was started by our asset manager Eastspring, helps parents to learn, teach and plan more effectively when it comes to financial management. This dedicated microsite was introduced in 2020 as a result of a survey conducted by Eastspring with 10,000 parents across nine Asian markets, which revealed that there was a lack of financial management tools to help parents become better role models for their children. #MoneyParenting has seen more than 100 million impressions of advertising views and over 200,000 users to the microsite across Asia. It has also received more than one million views of its videos to date.

In 2021, Eastspring established a new partnership with The Asian Parent, a leading parenting community, to extend the reach to over two million parents across Asia. The partnership included a dedicated platform that offered tips and resources to teach parents how to introduce their children to money, as well as outreach and engagement activities. Eastspring has also organised webinar sessions in collaboration with financial education partners like Playmoolah and Little Tauke and distribution partners to equip parents with skills to teach their children financial literacy. In 2021, these sessions reached over 5,000 parents. We also work with partners outside of Eastspring to make #MoneyParenting content available, including through the Pulse app and Prudential Life business channels in various markets.