



## Message from the Chairman

Dear colleagues,

The ongoing COVID-19 pandemic, and its impact on people's health, livelihoods and economies, highlight the important role that Prudential can play in providing safety nets for citizens, businesses and governments.

Through the new Group-wide Prudential COVID-19 Relief Fund, which combines the resources of Prudential's 2020 Chairman's Challenge with those of Prudence Foundation, we are pleased to collaborate with our business units across Asia and Africa to contribute through a wide range of initiatives, on top of our ongoing programmes in education, health and safety.

It is heartening to see how fast we can rise to the challenge, and I would like to say "Thank you!" to all of the extraordinary volunteers and partners who make the Foundation's work possible. Below, you will be able see examples from across Asia and Africa of Prudential people channeling the spirit of "We do good" and supporting their communities to become safer and more resilient.

Best regards,

Donald Kanak  
Chairman, Prudence Foundation

## Prudence Foundation COVID-19 Initiatives



### | SAFE STEPS COVID-19

Leveraging the reach of the SAFE STEPS programme in Asia and Africa, the SAFE STEPS COVID-19 video was created to help raise greater awareness about COVID-19 prevention. The video was developed in partnership with International Federation of Red Cross and Red Crescent and National Geographic. Since April, it has been aired across FOX channels in Asia and various TV and social media networks in Africa, reaching 250 million and 80 million people respectively.

The SAFE STEPS COVID-19 safety card and social media content has also been leveraged by our business units to further spread the important messages via local social media platforms, our digital health app Pulse, as well as NGO partnerships.

### Does COVID-19 affect older people, or are younger people also susceptible?

People of all ages can get COVID-19.

Older people and people with pre-existing medical conditions (such as asthma, diabetes, heart disease) appear to be more vulnerable to becoming severely ill. WHO advise people of all ages to take steps to protect themselves from COVID-19, for example by following good hygiene and good respiratory hygiene.



#Coronavirus #COVID19

### | Protect elderly community against COVID 19

According to a recent statement by the World Health Organization, older people face a much higher risk from COVID-19 than the general population, as do those with underlying health conditions. Prudence Foundation is supporting HelpAge International, an international NGO that promotes the rights of older people, to fight against COVID-19 by sponsoring the production of two SAFE STEPS videos aimed at providing simple and clear guidelines to caregivers on how to protect older people in care homes, prevent infection and maintain carers' health and safety.

HelpAge will be working with its network members in Asia alongside the care homes and local governments to disseminate these guidelines.



### | Prudential launches COVID-19 relief fund of USD \$2.5 million

In addition to the amazing efforts of our business units throughout the world in tackling the impact of the COVID-19 pandemic, Prudential launched a Group-wide USD 2.5 million COVID-19 relief fund, combining the resources of Prudential's 2020 Chairman's Challenge with those of Prudence Foundation.

Under this fund, our business units will be able to allocate additional financial resources to contribute to charitable efforts in their local communities.



### | Safe Schools COVID-19 adaptive measures

Prudence Foundation has been supporting the Safe Schools programme to promote disaster risk reduction and strengthen resilience in the education sector since 2013. COVID-19 has caused unprecedented education disruption with many school closures across the region. Prudence Foundation is working closely with our Safe Schools NGO partners, PLAN International and Save The Children, to take adaptive measures to mitigate the impact on the Safe Schools programme in the Philippines, Cambodia and Thailand, whilst supporting local education authorities to look into integrating pandemic response and preparedness as part of the Safe Schools guidelines.



### | Cha-Ching Kid\$ At Home

With many schools currently closed across Asia and the rest of the world, Prudence Foundation, in partnership with Cartoon Network, has developed activities to help parents enhance their child's financial literacy while at home.

On 1 June, UN Global Day of Parents, Prudence Foundation launched four Parent Guides on Earn, Save, Spend and Donate, to teach children key money management skills through engaging videos, discussion topics and activities.

Daily Challenges are also available to encourage children to put their learning into practice. The materials can be found on the Cha-Ching.com website.

## Local Business Unit COVID-19 Initiatives

Here's just a few of the amazing programmes our businesses are leading in response to COVID-19.



### China

#### CITIC-Pru sets up special relief fund for COVID-19

In response to the COVID-19 outbreak in China, CITIC-Prudential Life and CITIC-Prudential Fund Management donated a total of RMB 15 million (USD 2.14 million) to Charity Federations to support nationwide relief projects. CITIC-Prudential Life also set up a special relief fund for COVID-19, facilitated claims settlements, and launched a telephone doctor service. Prudence Foundation donated 1,000 masks to the China Development Research Foundation for distribution in poverty-stricken areas.



### Hong Kong

#### Prudential Hong Kong teams up with Hong Kong Youth Group to distribute COVID-19 care packs to vulnerable people

Prudential Hong Kong employees have been caring for their local communities by partnering with social services organisations to make a difference to those who need extra support. In collaboration with the Hong Kong Federation of Youth Groups, Prudential volunteers distributed rice, daily necessities, face masks and hand sanitisers to vulnerable groups in the community. They also helped to promote better awareness of personal hygiene and infection control.



### Malaysia

#### Prudential Malaysia provides basic necessities to low-income families impacted by COVID-19

Since 2011, Prudential Malaysia has been providing temporary financial relief to 40,000 urban low-income families through its free protection plan, PRUKasih. The COVID-19 outbreak has severely impacted these communities; with many unable to go to work to earn their daily wage, they are in critical need of basic necessities. Prudential Malaysia and its employees have raised RM 60,580 (USD 13,956) to support the purchase and distribution of provisions across these communities.



### Singapore

#### Supporting the vulnerable during COVID-19

Some of the collective efforts by Prudential Singapore to help the community during COVID-19:

- 150 PRUVolunteers came together to pack close to 1,000 Care Kits for senior beneficiaries.
- 150 brand new tablets purchased for low-income family children who have had trouble accessing the online home-based learning platforms during the circuit breaker period.
- Pledged SGD 100,000 (USD 70,502) to The Courage Fund, facilitated by the National Council of Social Service, to support vulnerable individuals and frontline workers.
- Raised another SGD 44,191 (approx. USD 31,156, as of 8 May 2020) to the Invictus Fund. The donations are channelled to social service agencies that deliver critical services to vulnerable groups in the community. Prudential Singapore will match the donation dollar-for-dollar for the first SGD 50,000 (USD 35,251).



### Philippines

#### Pru Life UK supports Save the Children's COVID-19 fundraising campaign

Employees and agents of Pru Life UK have been supporting Save the Children Philippines' (SCP) COVID-19 fundraising campaign.

All proceeds will go towards the distribution of hygiene essentials and educational materials to families in underprivileged communities in Metro Manila.

To date, over 11,000 families have received assistance from SCP's ongoing relief efforts.



### Thailand

#### Prudential Thailand donated N95 masks to Siriraj Hospital

Prudential Thailand donated 500 pieces of N95 masks to Siriraj Hospital, a state hospital in urgent need of masks to help protect frontline healthcare workers.



### Ivory Coast

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

Prudential Belife Insurance has partnered with AGIS, an NGO working to preserve maternal and child health by combating acute respiratory infections as well as other illnesses. AGIS is conducting awareness campaigns, distributing protective materials and providing technical support in high risk zones in Abidjan to help reduce the chain of transmission.



### Africa

#### Support to frontline healthcare workers

To help support healthcare workers and governments in fighting COVID-19, the Prudential Beneficial Group is finalising an arrangement with the Ministry of Health in Ivory Coast, Togo and Cameroon respectively to offer free life and hospitalisation insurance coverage for frontline healthcare workers.



### Vietnam

#### Prudential Vietnam helps hospitals fight against COVID-19

Responding to the Government's call for action, Prudential Vietnam partnered with the Vietnam Red Cross to provide support to 10 frontline hospitals in Hanoi and Ho Chi Minh City. More than 152,000 medical masks and 10,000 hand sanitizers have been delivered to 20,000 doctors, patients and volunteers who are giving their best in the fight against the COVID-19 pandemic.



# WE DO GOOD

Because we care about making communities in Asia and Africa safer, more secure and more resilient.

Get to know the regional and local programmes that we run in partnership with NGOs, governments and the private sector in order to maximise the impact of our efforts in enhancing education, health and safety in Asia and Africa.

We would also like to thank all Prudential volunteers for the good work that they have done in their markets.

Scan the QR code to watch the Prudence Foundation trailer on our Youtube channel: <http://bit.ly/PFTTrailerOnYoutube>



Be sure to Like and subscribe to our Youtube channel!

## Local Market Initiatives

In addition to COVID-19, our local businesses are continuing to provide support across Education, Health and Safety.



### Cambodia

#### Prudential Cambodia supports the Safe Schools programme in Steung Treng province

Prudence Foundation and Prudential Cambodia partnered with Plan International, Child Rights Foundation and the Steung Treng provincial and district Department of Education to promote a Safe Schools programme that aims to build education resilience against the impact of natural disasters.

Hundreds of local residents took part in a parade organised by the local education officials, school teachers, NGO partners and local monitoring team members, to help bring awareness in local communities. 15 schools in four communes across Steung Treng were enrolled to build 'model' safe schools aligned with ASEAN's comprehensive school framework, with the aim to benefit over 3,000 students.



### Indonesia

#### SAFE STEPS Road Safety training

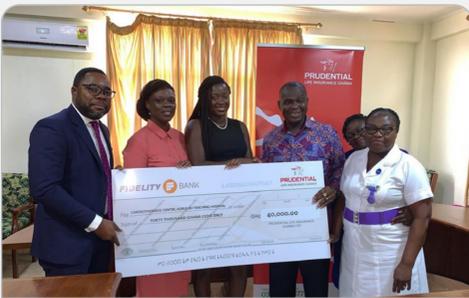
More than 140 PRUVolunteers from Prudential Indonesia gathered at Cibubur in February this year to join the SAFE STEPS Road Safety training, presented by Red Cross Indonesia. Participants braved the elements to understand the importance of staying vigilant as a driver or pedestrian.



### Singapore

#### Virtual Cha-Ching for children in Singapore

With school lessons moving online due to COVID-19, Prudential Singapore has worked with Junior Achievement to modify the Cha-Ching curriculum for online learning. Termed Virtual Cha-Ching (VCC), its Cha-Ching Trainers are now able to impart money management skills to children via video conferencing platforms.



### Ghana

#### Donation to the National Cardiothoracic Centre

Prudential Ghana partnered with the National Cardiothoracic Centre at the Korle Bu Teaching Hospital in Accra to donate the proceeds of its PRURide Accra event in November 2019. The objective was to raise funds for children with congenital heart disorders whose families cannot afford the lifesaving surgery.

In March 2020, a donation of GHS 40,000 (USD 6,932) from ticket sales and donations was made to the hospital. This gave three children the opportunity of having corrective open heart surgeries.



### Taiwan

#### Bringing the Cha-Ching Curriculum to elementary schools across Taiwan

PCA Life Taiwan and Eastspring Investments Taiwan are excited to start a partnership with Han Lin Publishing, the largest educational textbook company in Taiwan.

Han Lin will provide Cha-Ching materials, such as teaching manuals, videos and board games to supplement sixth grade teachers across 2,600 schools.



### Thailand

#### Blood donation held to mark Prudential Thailand's 25th anniversary

Prudential Thailand marked its 25th anniversary by partnering with the Thai Red Cross to host a blood drive at the @Sathorn building in South Sathorn, where Prudential Thailand is headquartered. Prudential employees and agents, plus tenants in the @Sathorn Building were invited, and a total of 109 units of blood was successfully gathered.



### Uganda

#### Heart disease prevention campaign (Omutima Gwo)

Prudential Uganda ran its annual campaign on heart disease prevention in partnership with the Ministry of Health, the Uganda Heart Institute, and the International Medical Centre. Via the campaign, heart disease prevention and awareness tips were shared across selected radio and television stations for two months reaching over 10 million people and a further one million via social media.

This annual activity now includes a heart camp, where thousands of Ugandans can get free ECG and ECO testing and receive qualified advice from cardiologists and nutritionists.



### Kenya

#### Partnership between Prudential and the Kenya Education Fund

Prudential Kenya partners with the Kenya Education Fund to provide sponsorship to disadvantaged students across Kenya, in addition to career mentorship and internship opportunities. Earlier this year Prudential Kenya held a workshop over the course of one week, in which Prudential Kenya colleagues participated.



### Nigeria

#### Prudential Zenith Life Insurance Limited partners with Junior Achievement Nigeria to implement Cha-Ching

In Nigeria, the Cha-Ching financial education programme is being implemented in Lagos and the Federal Capital Territory, Abuja. Prudential Zenith's staff volunteers will participate in teaching sessions as well as coordinate group activities with children, and act as mentors for pupils. The programme aims to reach 500 primary school students in Nigeria by July 2020.



### Uganda

#### Cha-Ching financial literacy programme

Prudential Uganda in partnership with Junior Achievement Uganda is implementing the Cha-Ching financial education programme to primary schools in Uganda, contributing to the development and improvement of financial literacy in the country.

Prudential employees and agents have volunteered to teach over 500 pupils over a six week period.

Efforts to nurture best financial practices at an early age have now become part of its annual community activities. The company hopes that the young members of our society take the knowledge that they acquire and use it along their journey to adulthood.

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