

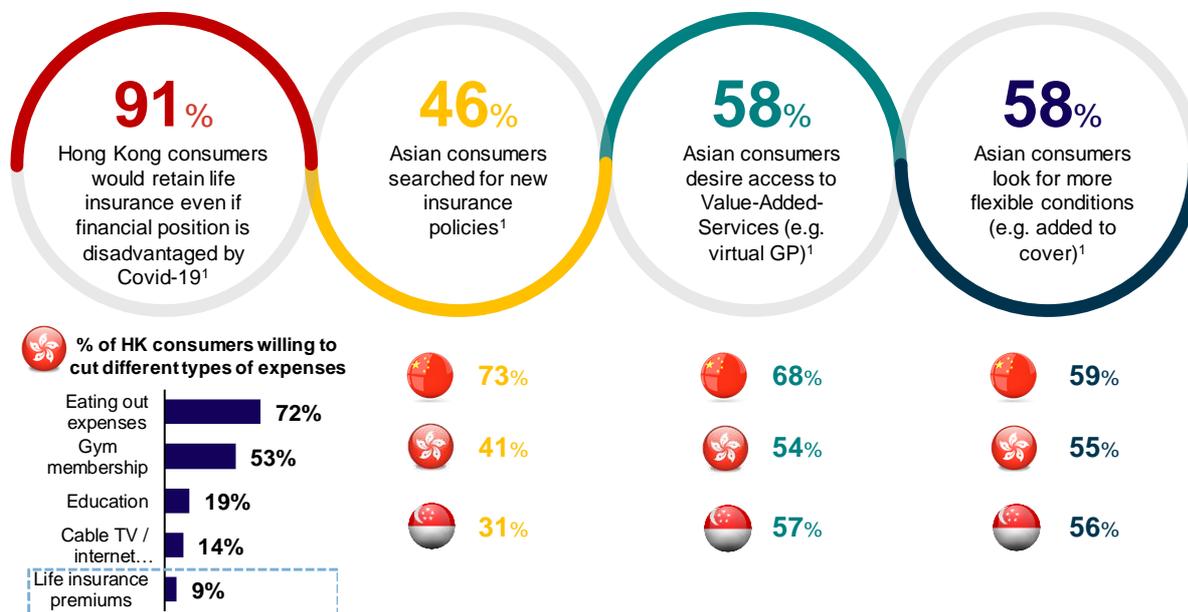
Prudential Investor Day Video Customers at the Heart of What We Do "Futuready"

Lilian Ng,
Chief Executive, Insurance

In today's world, customers are firmly in the driver's seat when it comes to the change agenda of a business. They are the ones who make decisions on product purchases and how they like to be serviced. Putting customers at the heart of the business is essential to drive customer loyalty and profitable growth.

2020 reminded people of their yearning for social interaction, and human connection is more important than ever before. With "Health and wellness" as the priority, protecting from the unknown is now more valuable. This means, people are willing to forgo discretionary spending for both health and life insurance.

Growing Awareness and Demand for Wellness and Insurance



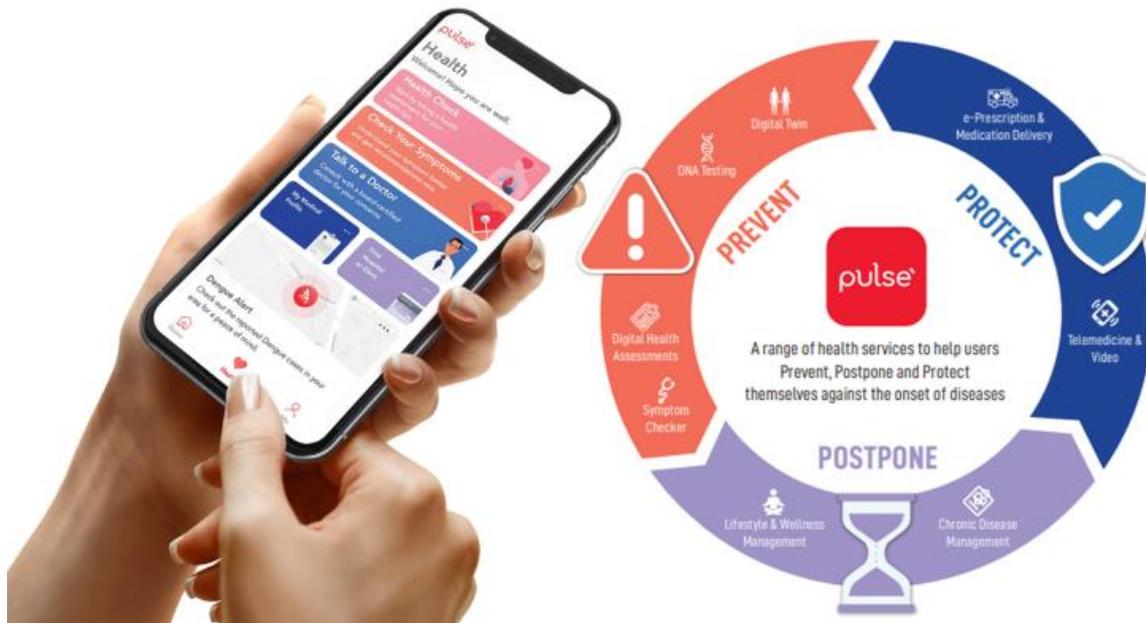
Source: Swiss Re Covid-19 customer survey April 2020

We are "always listening" to the social trends that shape consumers' preferences for insurance and healthcare. Millennials are the empowered generation. They are looking to grow wealth and to protect their family's health. The silver generation is looking to be healthier, while preparing for a fruitful retirement.

Because we understand our customers' healthcare journey, our health ecosystem starts from Prevent, to Postpone and Protect. In order to drive financial inclusion for all, we have a wealth ecosystem for wealth creation and protection. These are delivered through Pulse, our innovative digital platform to make our customers healthier and wealthier.

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Pulse Prudential Health Ecosystem



In 2020, we responded quickly to the COVID-19 crisis, providing relevant insurance coverage across nine markets, protecting over one million lives. In 2021, we offered benefits for the side effects from the COVID-19 vaccine, in markets where the local government has launched mass-vaccination programmes. To date, these benefits are available in 5 markets. Under our "We Do Well Together" commitment, we bring communities together, reimagining the way we do wellness in a fun and playful way.

Prudential's Response to Covid-19

FIRST IN-MARKET INSURANCE SOLUTIONS IN RESPONSE TO COVID-19 CRISIS

TO OVER ONE MILLION LIVES IN 2020 ACROSS 9 MARKETS

Complimentary Protection That Complements Your COVID-19 Vaccination

Get PRUSafe COVIDCover via Pulse for coverage against potential side effects of the COVID-19 vaccine.

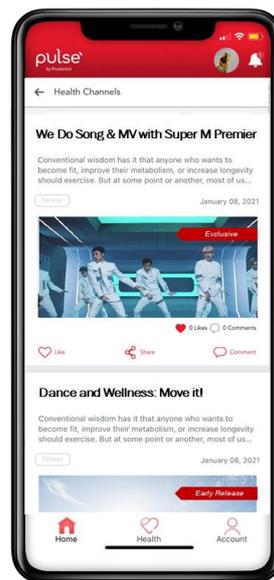
pulse
by Prudential

Download on the App Store | GET IT ON Google Play

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“WE DO WELL TOGETHER 2021” Campaign



Customers are getting both fitter and smarter. They know their needs and seek advice to help them decide. Being customer-first means understanding them at a human level. Nobody cares how much you know, unless you show them how much you care, and that you can be trusted.

David Lim,
Chief Officer, Agency Growth, Prudential Corporation Asia

We are a trusted brand. This trust is built on the advice given to the 10 million customers served by our agents. We are rapidly re-tuning and re-tooling our agency force in response to the changing customers' behaviour.

We have built an active learning culture. Our always on PRU Expert learning platform has a growing library of over 1,200 bite-sized videos. This reinforcement of professionalism and quality of care for customers has doubled the number of Million Dollar Round Table or MDRT qualifiers in 2020 to 13,200.

Virtual connections have enabled recruitment online. We attracted over 118,000¹ aspirants to join our agency force, an increase of 13% over 2019.

To take professionalism in our agency force to the next level begins with the Agency leaders. Our Verge Leaders programme redefines the value proposition of successful leadership. We are equipping our leaders with tools to mentor agents for success, to build teams of financial influencers of tomorrow, to serve today's "smart" customers and build sustainable business. The first batch of Verge Leaders delivered a double-digit growth in recruitment, active agents and productivity. This has given them a significant increase in their production and income in 2020.

Sourcing the right talent is critical in providing need-based advice for customers. PRUVenture is our base camp for the next generation leaders. Our profiling assessment, PruDNA helps select those with the propensity to succeed. PRUVenture provides them with success assurances through coaching, learning

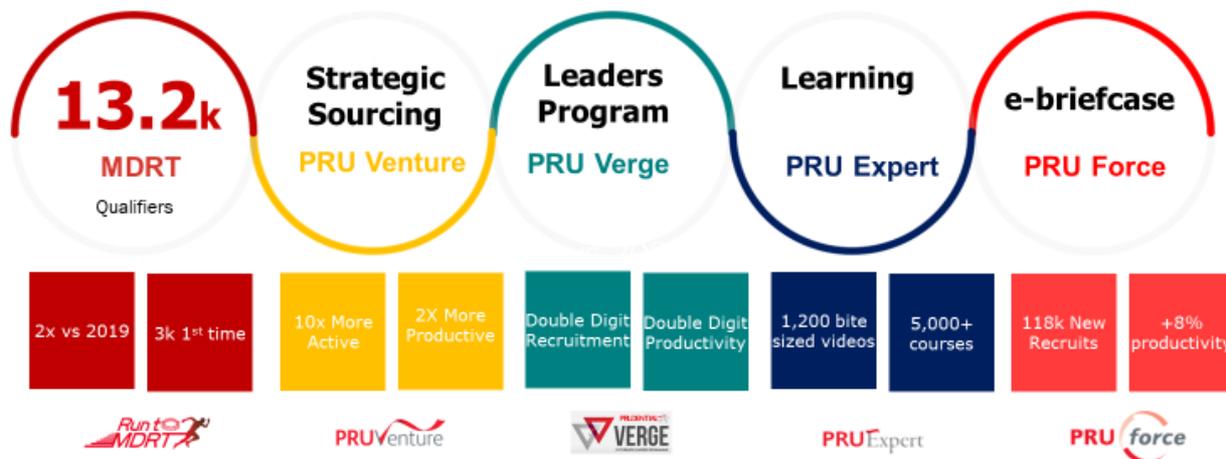
¹ Excluding joint ventures (China and India)

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and intensive training. We empower and fast-track them to become MDRT, and in turn lead others to become MDRTs.

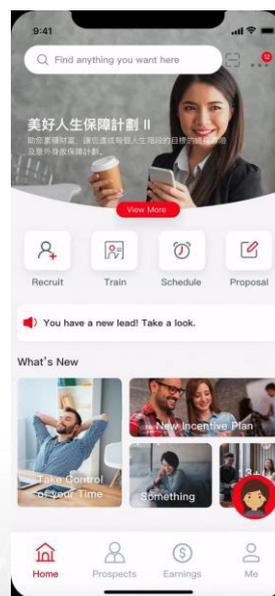
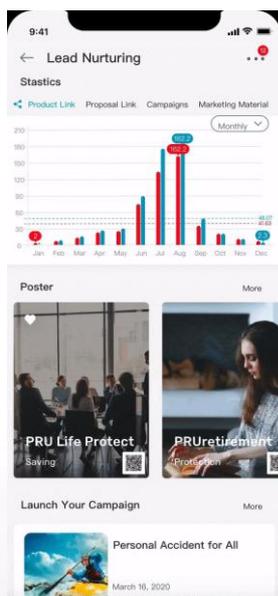
The role of an agent is to prospect, engage and advise customers. We are reinventing each facet of the role, to fit a digital business model. Their traditional reliance on friends and relatives is constrained by capacity. Social media and digital platforms are now a must for acquiring customers at scale.

Re-turning and Re-tooling Our Agency Force in Response to Changing Customers’ Demands



PruLeads@Pulse has a digital reservoir capturing their pool of prospects and customers. AI guides the agents for regular engagements and conversations. Now agents can offer timely service and advice, even without in-person meetings. These connections help build lasting relationships with our customers and increased our agent's productivity by 8%² last year.

PRULEADS@PULSE



² Excluding India

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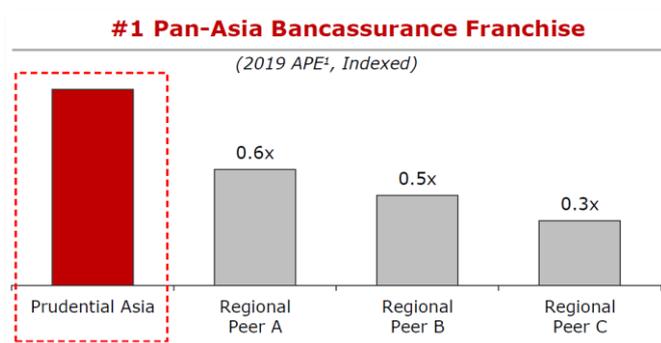
We are proud of our “Man from the PRU” heritage, with the iconic briefcase serving customers from town to town. To serve today’s digital citizens our agents now carry PruForce@Pulse, a mobile first, all-in-one e-briefcase for all business needs. We equipped our agency force, by integrating physical and digital means, to serve customers. Our agents are the Bionic Men and Women from the PRU.



Anthony Shaw,
Chief Partnership Distribution Officer, Prudential Corporation Asia

Prudential is Asia's first and largest partnership distribution player. The region's most successful strategic alliances are with Standard Chartered Bank (SCB) and United Overseas Bank (UOB). These alliances underscore the value Prudential brings to its partners.

Prudential is Asia’s First and Largest Partnership Distribution Player



of Bank Partners
100+

Branch Access
~20,000+



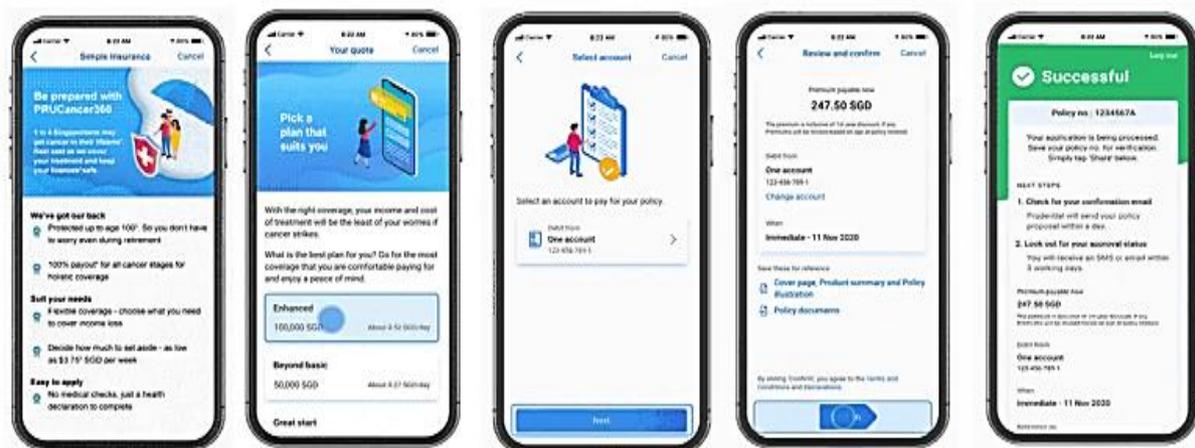
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Our success in bancassurance is best demonstrated by our 20%+ penetration of the affluent segment, where the banks have the strongest relationship with their customers. But enormous opportunities remain with other segments including High Net Worth, Mass and Small to Medium Enterprise, which represent more than 10 million customers³. Our health, wellness, and segment-specific propositions are helping banks expand and deepen their consumer relationships.

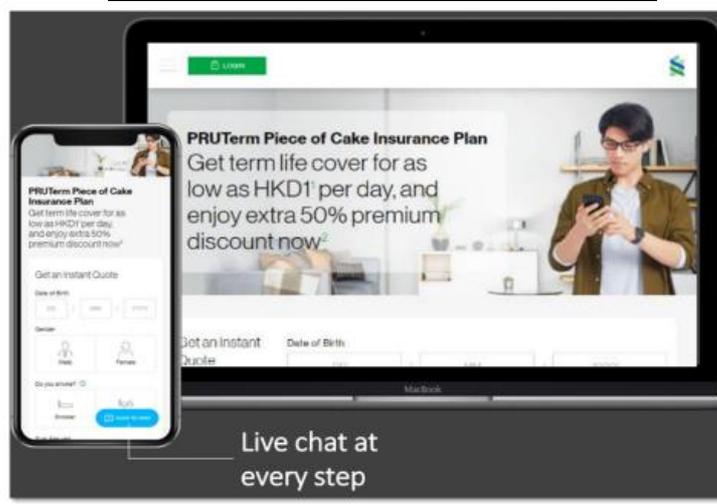
Customers who want to access Prudential through their bank relationship expect us to personalize experience to suit their needs. By integrating Prudential and partner systems, we provide the best possible customer experience, increasing customer retention and lowering leakages.

Prudential's impressive portfolio of strategic partnerships gives us access to an incremental client base. With the support of technology, we've adapted our strategy to meet the proposition and solution delivery needs of these customers. For the mass market, who may not visit branches, we have developed bite-sized, digital solutions that address their most pressing life and health needs. We were one of the first in Singapore to launch a fully digital cancer solution, through our partner UOB. Another example is the so-far underserved but significant Small to Medium Enterprise Segment. Our ecosystem of Business@Pulse helps us expand our reach to these customers, with services for the business owners.

Customer Journey for Digital Cancer Product on Partner’s Platform (UOB)



Digital offering on partner’s platform (SCB)

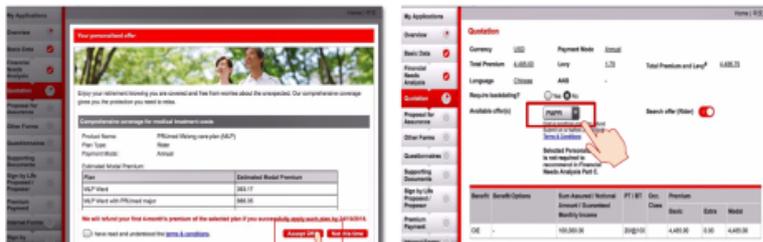


³ SCB and UOB Bank Partners

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Data and analytics are fundamental to a successful partnership. They allow us to develop models for consumer acquisition, retention, and cross-sell programs, so that we deliver the optimal insurance solution through the most convenient channel. In 2020, we collaborated with SCB in Hong Kong to roll out a customised Critical Illness offer, using predictive underwriting. During the campaign, over 2,000 SCB customers took the offer with a total sum assured of US\$200 million.

Next Best Offer (NBO) – Predictive Underwriting in PRU-SCB Critical Illness Campaign



2,000+ SCB Customers took the offer

USD200m Sum Assured Covered

With increasing use of digital platforms, Prudential and its partners are prepared for the future of hybrid sales journeys. To help our partners adapt to these new hybrid journeys, PRUExpert provides a curated, 'on-demand', library of insurance content, to equip our distributors to better serve their customers. We have deployed our refreshed approach across all our distribution partnerships, both existing and new and it is already delivering results. This customer-centric approach has recently won us new partnerships, including Thai Military Bank in Thailand and SeABank in Vietnam.

Lilian Ng
Chief Executive, Insurance

We are in the business of making promises and keeping promises. Giving customers what they look for is our strategic weapon to sustain business growth. We are the leading insurer for consumer loyalty and satisfaction. We are number one in Net Promoter Score across Southeast Asia.

Leading

Insurer in
Southeast Asia

**Customer Satisfaction
&
Brand awareness**



Bringing the **LISTENING** brand to life by **UNDERSTANDING** customers' needs and becoming part of their lives

Making lasting impressions

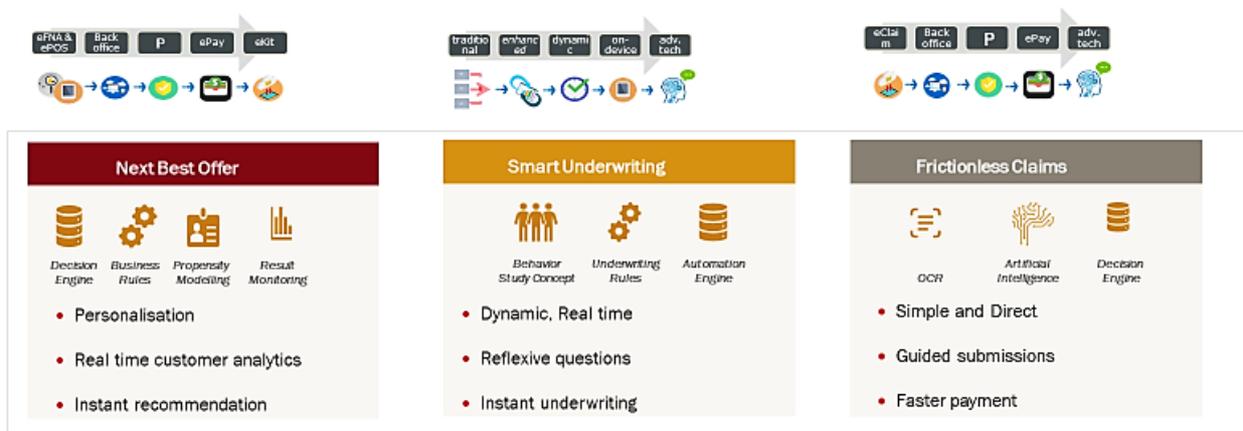


People expect prompt, personalised service at all times, and at all touch points. And, we are it "making it easy" for people to purchase and own life and health insurance. Starting with the engagement with their financial consultant, who understands their needs. To a hassle-free journey with real time responses, powered by smart underwriting. Our customer can get the coverage they need, seamlessly done over a cup of tea.

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Customers know Prudential will be there when they need us most, at the moment of truth. This is a crucial moment during one of their most emotional times. We promise to keep our word, that all valid claims will be paid as soon as possible, with compassion and care. Our care extends beyond paying the hospital bills. We offer preventive healthcare, and rehabilitation programs, tailored to the clients. Our claims system uses AI to make decisions faster and easier. We saw up to 30% improvement in turnaround time, and this will go a long way to boost customer loyalty.

Seamless Customer Journey across PCA – Anytime, Anywhere



USD200m Sum Assured

SCB Critical Illness Campaign Exhibit



70%

Policies Instant Underwritten



92% Policies submitted digitally

30%

Improvement in Claims Turnaround Time



USD7bn Benefits paid out

Note: Figures in this diagram as of FY2020

While our customers are in the driver's seat, we are guiding where they go and making the journey a pleasant one. We embrace data and intelligence to anticipate behaviours so that we can make customer decisions with pace. Customer experience is our new growth engine. People can choose from digital self-service to the luxury "human touch" connection. Our Futuready platform embodies the voice of the customer.

Happy customers stay loyal and make our business more sustainable and more profitable.