

Prudential Thailand and The1

Providing seamless and engaging user experiences

Central Group - Thailand's largest loyalty platform, with over 18 million members (or about 25% of the population of Thailand – the ultimate lifestyle platform) and more than 1000+ partners in their Ecosystem. **The1 mobile app has 2m+ users so far and growing.**

The1 Mobile App

Leveraging **The1 Missions** to reward healthy shopping behaviour

Pulse by Prudential

Encourage engagement, build trust, track usage behaviour



Baby Face Maker: what does your future baby look like

- Using AI facial recognition algorithms, blend yours and your partners faces
- **3 weeks** from ideation to go-live in Pulse & The1
- Target pregnant ladies aged between 18-45

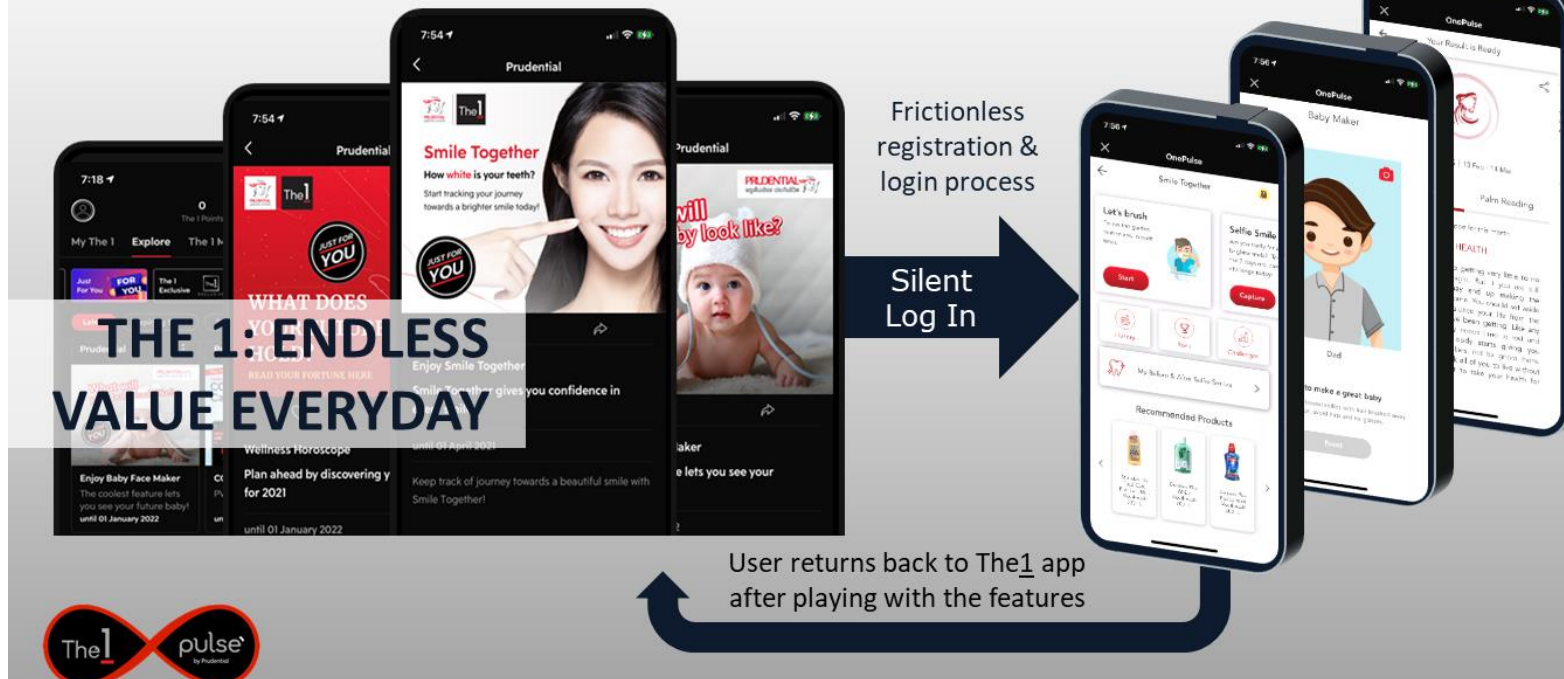
Horoscopes & Palm Reading: Your Future

- One Legacy. One Life. Protect Your Future.
- Target High Net Worth Individuals
- Relevant for Personal Accident Insurance, Savings/Unit-Linked Products



Smile Together: how bright is your smile?

- Encourage sustainable good oral care habits
- Target users who purchased whitening or premium dental products or children products



Prudential Thailand and AIS

Providing platform integrating and engaging user experiences

AIS - Thailand's largest telecommunication service provider, with over 47 million subscribers nationwide .

AIS & PLT shared common visions in helping Thai people to live healthier and live longer.

