

For Immediate Publication

PRUDENTIAL REDEFINES BUSINESS WITH NEW iPad APPLICATION

Kuala Lumpur, 26 July 2013 – Prudential Assurance Malaysia Berhad (PAMB) has made another stride towards enhancing its customers' experience recently by introducing the iPad application for its investment-linked option benefit, Early Crisis Protector (ECP).

The ECP iPad application, said to be the first-of-its-kind in the industry will allow Prudential's agents to provide prospective customers with a comprehensive, vivid yet interactive presentation to ensure that their customers have a complete understanding of the coverage provided under the ECP rider.

"We have always been a firm believer of technology as an enabler to help us improve the way we conduct our business, interact and respond to our customers. With the ECP iPad application, our prospective customers will have an increased understanding of the product. This in turn will help them to make well informed decisions in line with BNM's guideline on "Fair Treatment of Consumers" which requires customers to have a practical understanding of the key features, terms, conditions and risks associated with a product," said Philip Seah, Chief Executive Officer of PAMB on the launch of the new iPad application for its agency force.

With the flick of a finger, prospective customers will be able to learn about the different gender specific illnesses, get an interactive view of the anatomy which they can point to a specific organ to view possible health challenges affecting the organ, find out the severity of the illness as well as the treatments available and cost involved.

The ECP rider made its debut last year as part of Prudential's ongoing effort in providing consumers with a suite of innovative solutions that are relevant to their needs. It allows customers to seek treatment for a wide range of early stage critical illnesses such as early stage cancer, loss of sight of one eye and insertion of pacemaker as early protection is key



to saving lives. It is available to customers aged 19 to 70 next birthday and attachable to new business of **PRUlink one**, **PRUlife ready** and **PRUmy child**.

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About Prudential Assurance Malaysia Berhad

Prudential Assurance Malaysia Berhad (PAMB) was established in Malaysia in 1924. For the financial year ended 31 December 2012, it achieved RM1.078 billion in new business sales. New business sales include both life insurance sales and takaful contributions. Takaful products distributed by PAMB's wealth planners and agents are underwritten by Prudential BSN Takaful Berhad.

As a leading and innovative insurer, PAMB serves the savings, protection and investment needs of Malaysians by offering a full range of financial solutions through its 43 branches nationwide. With approximately 1,400 employees, PAMB is committed to helping people achieve their ambitions for a brighter and financially secure future.

PAMB is an indirect wholly owned subsidiary of UK-based Prudential plc. Prudential plc is incorporated in England and Wales, and its affiliated companies constitute one of the world's leading financial services groups. It provides insurance and financial services through its subsidiaries and affiliates throughout the world. It has been in existence for 165 years and has £405 billion in assets under management (as at 31 December 2012).

Prudential plc is not affiliated in any manner with Prudential Financial, Inc., a company whose principal place of business is in the United States of America.

This news release is issued by Perception Management Sdn Bhd on behalf of Prudential Assurance Malaysia Berhad. For more information, please contact Mr. Kelvin Boey or Ms. Tanzina Rahman on tel: 03-2166 0006 / 09, fax: 03-2166 0038, e-mail: kelvin@perceptionmanagement.com.my / tanzina@perceptionmanagement.com.my, or mobile: 012-203 6081 (Kelvin) or 016-314 8305 (Tanzina)