

*For Immediate Publication*

## PRUDENTIAL MALAYSIA RAISES RM100,000 FOR PRIDE

**Kuala Lumpur, March 21, 2014** – Prudential Assurance Malaysia Berhad (PAMB) presented a cheque of RM100,000 to the Pink Ribbon Deeds (PRIDE) Foundation today after meeting its donation drive target for PRIDE earlier than expected.

The donation drive was announced by the insurer earlier in January following the launch of its enhanced **PRU/ady** plan as well as its 90<sup>th</sup> anniversary this year. The donation will be used to support PRIDE in their effort to enhance awareness towards breast cancer in the country and improve accessibility to treatment and care of breast cancer at all levels of society.

“We are very happy to be able to achieve our donation drive target for PRIDE so much earlier than we expected and we would like to thank our customers for believing in our product and supporting our cause. Just as the enhanced **PRU/ady** plan is designed to see a woman through the ups and downs of her life, we hope our contribution will help PRIDE in their effort to reach out to more women and help them in their battle against breast cancer. Breast cancer is not only a threat to women, it is a threat to our society as families risk losing the women in their lives to the disease,” said Fiona Liao, Chief Marketing Officer of PAMB.

“Increasing the public’s awareness on breast cancer and educating them on measures to combat breast cancer are essential to saving a woman’s life. We are glad that corporates such as PAMB not only shares our vision and mission but is ready to lend us their support in combating breast cancer,” said Datin Azrene Abdullah, Chairman, PRIDE Foundation as she accepts the cheque.

Among the improved features of the new **PRU/ady** plan include Life Change Benefit which provides policyholders with cash rewards as they experience significant events in their life such as marriage, and child birth. Other new benefits include a sum assured bounce back feature where the basic sum assured will revert to the original amount 6 months after the policyholder has been diagnosed with carcinoma-in-situ, providing women with the increased protection should they subsequently be diagnosed with cancer. **PRU/ady** customers will also enjoy 100% refund of total premiums paid upon maturity.



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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.

### **About PRIDE Foundation**

PRIDE Foundation (Pink Ribbon Deeds) is a charity body that aims to enhance awareness efforts and improve accessibility to treatment and care of breast cancer at all levels of society. PRIDE was incorporated on 24 May 2006 under the Companies Act (1965) as a non-profit company limited by guarantee governed by a Board of Trustees. The incorporation is a tribute to the late Datin Paduka Seri Endon Mahmood's courage, resilience and strength in her fight against breast cancer.

Among others, PRIDE Foundation strives to make information on breast cancer more accessible for all, provide public awareness and education on the importance of early detection and treatment of breast cancer, provide support for breast cancer treatment and care, and inspire as well as encourage patients and survivors to lead a full life after breast cancer. For more information on PRIDE, please visit [www.pride.org.my](http://www.pride.org.my).

***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 Mr. Sudhan Balakrishnan on tel: 03-2166 0006 / 09, fax: 03-2166 0038, e-mail: [kelvin@perceptionmanagement.com.my](mailto:kelvin@perceptionmanagement.com.my) / [sudhan@perceptionmanagement.com.my](mailto:sudhan@perceptionmanagement.com.my), or mobile: 012-203 6081 (Kelvin) or 011-2511 4986 (Sudhan)***