



## NEWS RELEASE

*For Immediate Publication*

### **KELANTAN FLOOD VICTIM FAMILIES RECEIVE NEW HOMES IN TIME FOR RAMADHAN**

*Prudence Foundation rebuilds 14 homes for flood victims in  
Kampung Serasa, Kuala Krai*

**Kuala Krai, 24 June 2015** – Prudence Foundation, the community investment arm of Prudential in Asia together with social enterprise EPIC Homes has handed over newly built homes to 14 families of Kampung Serasa whose homes were destroyed in the December 2014 floods in Kuala Krai, Kelantan.

Over a course of 4 weeks, more than 380 volunteers comprising employees and agents from Prudential's business units in Malaysia– Prudential Assurance Malaysia Berhad, Prudential BSN Takaful, Eastspring Investments Berhad and Prudential Services Asia – and Malaysians from all walks of life came together to build houses designed by EPIC. Prudence Foundation also rallied volunteers from all its 12 markets in Asia where Prudential is operating, to aid in the rebuilding efforts making it a truly international initiative.

Prudence Foundation have built a total of 14 homes which were completed on 11 June so that the families can move in and usher in the coming Ramadhan and Hari Raya Aidilfitri in their new homes.

“While immediate financial support is crucial at the time of a natural disaster, Prudence Foundation seeks to extend our relief efforts to help the impacted communities resume their normal way of life as quickly as possible. Over the past few years, our



## NEWS RELEASE

PruVolunteers Programme has helped rebuild communities and livelihoods in Indonesia, Japan, Thailand and more recently the Philippines. When the East Coast floods, one of the worst in Malaysia's history, struck, it wasn't a question of whether we should help, but a matter of when and how," explained Marc Fancy, Executive Director of Prudence Foundation.

He continued, "As a leading life insurer in the region, Prudential is committed to providing protection and security to families throughout Asia. It is therefore only natural for Prudence Foundation to be there for our communities when disaster strikes. We would like to thank our partner EPIC Homes, for this successful collaboration has undoubtedly empowered us to not only help build homes for the flood victims, but also give them hope which makes a difference."

Chief Minister of Kelantan, Dato' Haji Ahmad bin Yaakob paid a visit to Kampung Serasa earlier to view the construction of the houses and also met with the volunteers and villagers. In his address he said: "We would like to express our gratitude to the Prudence Foundation for rebuilding the homes in Kampung Serasa. We know how challenging it has been in terms of logistics and thanks to the volunteers, the villagers can enjoy their new homes as soon as possible. We hope that they will be excited to move in after the ordeal they have been through."

Building a house from the ground up was an eye opener and memorable experience for the volunteers involved. With no building experience prior to the build, it was remarkable for the volunteers to construct a house in 4 days and who braved through the elements from rain to shine and continued working into the night to complete the houses.

Volunteer Noelle Tan commented, "A lot of teamwork was required in building a house. It is empowering to look back and know that you're part of the team that made it



## NEWS RELEASE

happen. The experience was beyond my expectations. I met amazing young people who were so enthusiastic to contribute to a cause that is bigger than themselves. I am inspired by their passion and am glad that such a platform exists for many of them to share their love to other fellow Malaysians. Meeting the house owner brought the whole experience to a new level. It's simply amazing to know that this family will enjoy Raya sitting on the floor of the house we built and be protected by the roof we put up.”

Kampung Serasa is a remote community located more than 100km from Kota Bahru and consists of rubber tappers and odd job workers. With Prudence Foundation providing full funding of more than RM1 million for the rebuilding, the houses were designed by EPIC with sustainability and durability in mind. Each double-storey house is able to withstand floods of up to 1.2 metres high and its base is designed with a new footing system that provides for a much stronger foundation. As Kampung Serasa lacks running water, each house is fitted with a rainwater harvesting and waste management system.

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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 2014, it achieved RM1.12 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 45 branches and bancassurance distribution partners network nationwide. With more than 1,500 employees, PAMB is committed to helping people achieve their ambitions for a brighter and financially secure future.



## NEWS RELEASE

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 serving around 24 million customers and has £496 billion of assets under management (as at 31 December 2014). Prudential plc is listed on the stock exchanges in London, Hong Kong, Singapore and New York.

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***This news release is issued by essence Burson-Marsteller on behalf of Prudential Assurance Malaysia Berhad.***

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