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PRUDENTIAL WINS TOP COMMUNITY CARE AWARD IN ASIA

*Prudential recognized for its volunteer-driven, innovative and sustainable
Corporate Responsibility initiatives*

KUALA LUMPUR, 23 NOVEMBER 2015 – Prudential Assurance Malaysia Berhad (PAMB) has been awarded the Top Community Care Companies in Asia 2015 title for its flagship Corporate Responsibility (CR) programme. The award is presented by the Asia Corporate Excellence & Sustainability Awards (ACES) which recognizes companies who have enriched their communities through innovative and impactful outreach initiatives.

Heavily mobilized by its own volunteers, PAMB's notable CR initiatives include: financial education for children through Cha-Ching—an award-winning edutainment programme, **PRU***kasih*—a free financial protection plan for urban low-income households, and the rebuilding of 14 homes in Kelantan for families who lost their homes in the 2014 floods.

Photo caption:

The PAMB Corporate Responsibility team (from L to R): Fiona Liao, Chief Brand Officer, Chloe Cheah, Corporate Responsibility Manager, Nurzulfikar Ali, Head of Corporate Responsibility & Government Relations.



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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.

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.