

Building *Inclusive Futures*

PRUDENTIAL SINGAPORE
SUSTAINABILITY REPORT 2024

**Simple and accessible
health and financial protection**



In Singapore, the population is rapidly ageing with one in four residents expected to be aged 65 and above by 2030¹.

This leads to a higher prevalence of chronic diseases and highlights the urgent need for preventive healthcare. Additionally, while Singaporeans' average life expectancy has extended to 84.8 years, the average healthy life expectancy is only 74.2 years², resulting in approximately 10 years of poor health. This gap increases healthcare and caregiving costs, creating a significant socioeconomic burden. For Prudential Singapore, addressing these ageing and health challenges is crucial for our sustainability as a life and health insurer.

Beyond protection, we strive to improve health outcomes for our customers by enhancing access to healthcare services and promoting healthy lifestyles. Our goal is to become the most trusted partner to our customers throughout their lives.

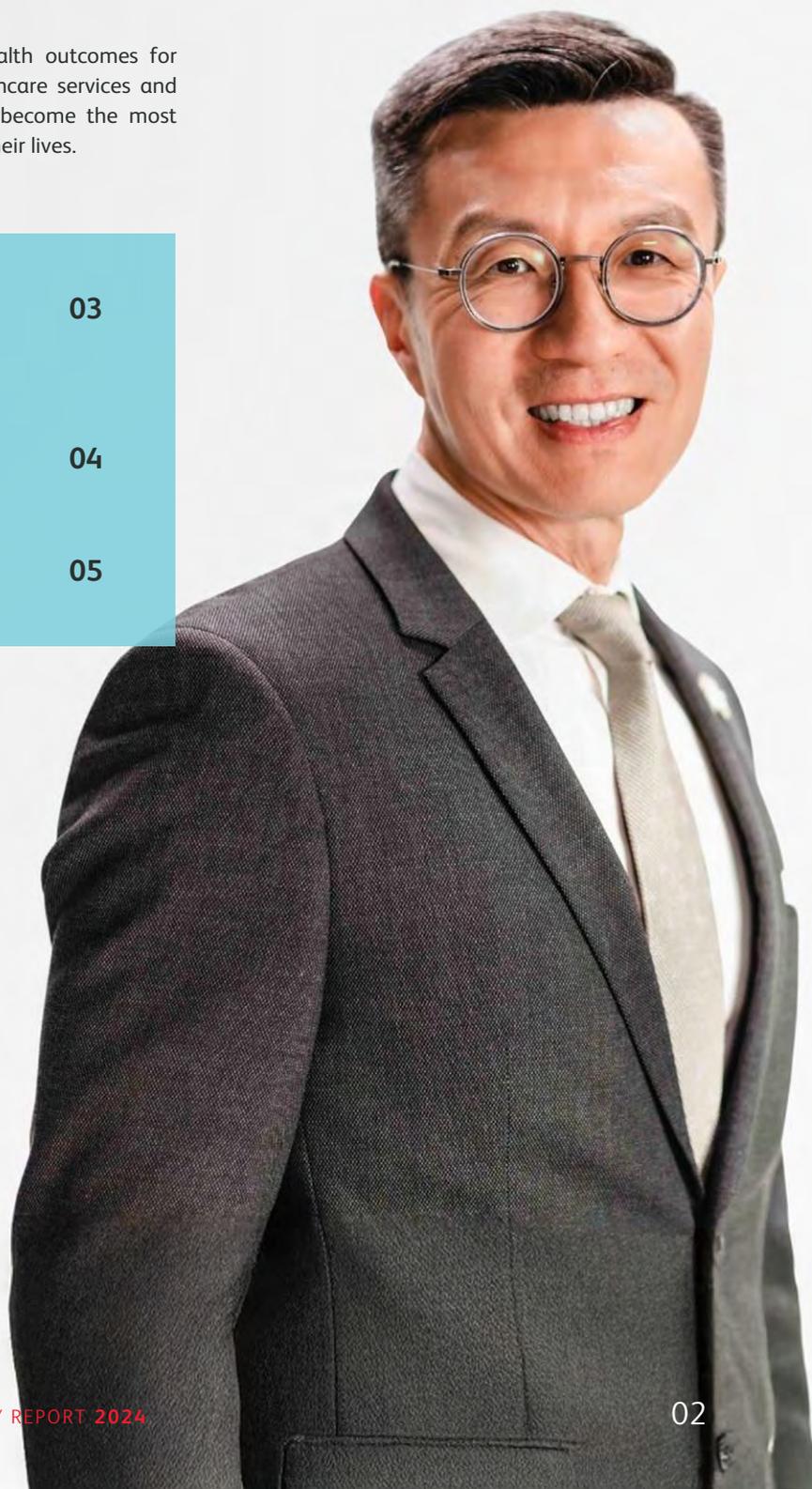
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GOH THENG KIAT

Chief Customer Officer



Delivering partnerships and digital innovation for health outcomes

Building a connected care proposition for our customers

We are focused on forming partnerships that enable us to support our customers better in preventive healthcare. Through our [PRUPanel Connect \(PPC\) network](#) of healthcare service providers, comprising medical specialists and hospitals, we strive to offer our customers a connected care proposition that enables them to improve their health outcomes with timely medical attention and intervention. PPC is made available to customers holding [PRUExtra Premier](#), [PRUExtra Premier CoPay](#) and [PRUExtra Preferred CoPay](#) policies.

In line with our commitment towards preventive healthcare, we extended a one-time complimentary health screening to all new PRUExtra Preferred CoPay customers from 1 July 2024 to 30 June 2025 with Raffles Medical Group⁵.

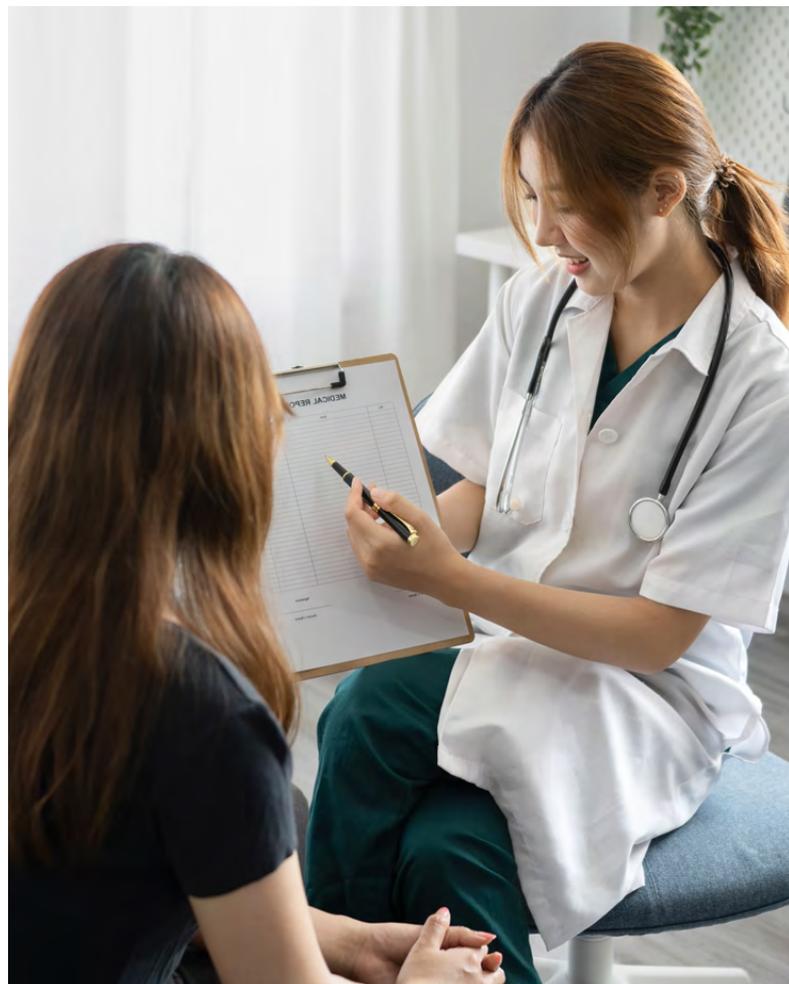
Expanding our network of healthcare partners

In 2024, we expanded our PPC network with new healthcare partners, such as Thomson Specialists Pte Ltd (Woodleigh) and ICON Cancer Centre, to make quality care more accessible to our customers. The partnership with ICON Cancer Centre enables us to offer eligible PRUShield customers⁶ access to quality cancer care, diagnosis, and treatment at 10 clinics. Additionally, our customers benefit from partner rates for diagnostic screenings and prescribed cancer drugs. With a 28 per cent increase in cancer cases in Singapore over the last 50 years⁷, it is important to ensure our customers continue to have access to quality care that is affordable.

Managing long-term medical conditions through Chronic Care Management Programme (CCMP)

In 2023, Prudential Singapore partnered with Raffles Medical Group to provide our PRUShield customers with enhanced care for chronic conditions through the Chronic Care Management Programme (CCMP). This year, the CCMP expanded to include the management of high cholesterol and mental wellness, in addition to diabetes and hypertension.

The High Cholesterol Care Programme (HCCP) is a comprehensive six-month plan with General Practitioner (GP) consultations, standard medications, and essential screening test, capped at S \$100.00 for Singaporeans and S\$300.00 for foreigners. The Mental Wellness Programme (MWP) offers online mental health assessments for all PRUShield policyholders and access to GPs, counsellors, and psychiatrists at partner rates.



Enhancing healthcare accessibility through technology

In 2024, we expanded our partnership with Doctor Anywhere to offer medical teleconsultations at partner rates for PRUShield customers. This allows them to access medical consultations and essential healthcare services from home, with the ability to speak with a GP within five minutes or schedule a virtual appointment at their convenience. Additionally, our customers enjoy free medication delivery within three hours post-consultation and will be directed to our panel specialists if a referral from their GP is obtained. With this initiative, we have made healthcare more accessible and convenient, with more than 460 customers having registered for Doctor Anywhere's services. By facilitating better access to healthcare through strategic partnerships and digital innovation, we strive to better support our customers in proactively managing their health and wellness.

¹Singapore Ministry of Health, Action Plan for Successful Ageing 2023, 13 August 2023, <https://www.moh.gov.sg/others/resources-and-statistics/action-plan-for-successful-ageing>

²Speech by Mr Ong Ye Kung, Minister of Health, at the 3rd Centre For Research On Successful Ageing Symposium on Thursday, 12 October 2023, <https://www.moh.gov.sg/newsroom/speech-by-mr-ong-ye-kung-minister-for-health-at-the-3rd-centre-for-research-on-successful-ageing-symposium-on-thursday-12-october-2023-945am>

³Based on the screening results, customers may receive a referral to see a PPC specialist or join our [Chronic Care Management Programme](#) to support them in improving their health⁴

⁴Eligible PRUShield customers are customers holding PRUExtra Premier, PRUExtra Premier CoPay and PRUExtra Preferred CoPay policies.

⁵Singapore Cancer Registry Annual Report 2022, https://www.nrdo.gov.sg/docs/librariesprovider3/default-document-library/scr-ar-2022_web-report.pdf

Developing sustainable and inclusive offerings

Our success as a life and health insurer depends on our ability to make healthcare and financial security more accessible and affordable to our customers and the community, including those who have pre-existing medical conditions, or are hampered by socioeconomic conditions. By making our offerings more inclusive, we can contribute to a more resilient society and future-proof our business.

Framework for inclusive offerings

Our Group-wide Inclusive Insurance Framework was developed in 2024 to guide us in creating solutions for a larger segment of the population by overcoming barriers related to accessibility and affordability. Using this framework, we strive to address the needs of underserved communities and narrow protection gaps. In doing so, we are able to expand our customer base, increase insurance penetration and ensure the long-term growth of our business.

Improving coverage access for customers with pre-existing health conditions

In 2024, with the introduction of risk-based loading, we have taken initial steps to consider the inclusion of customers who may not have been previously eligible for our PRUShield and PRUExtra supplementary plans due to pre-existing medical conditions. By assessing individual risk profiles to provide coverage at adjusted premiums, we aim to enable more people to receive the health protection they need. We will continue to explore ways to support and partner with our customers on their health journeys with appropriate medical coverage and preventive healthcare services.

PRUVital Cover, launched in 2018, is a life insurance plan that caters to the needs of individuals with existing medical conditions, such as Type 2 diabetes, high blood pressure, high cholesterol or a high body mass index. With simplified underwriting and no medical examination required, PRUVital Cover ensures that more people can access essential life insurance protection. The plan provides death and terminal illness coverage, with optional critical illness and disability coverage, making it a comprehensive option for those who might otherwise struggle to find adequate insurance.



Building resilient communities

We aim to build community resilience by empowering vulnerable groups, such as seniors and low-income families, to achieve better financial and health outcomes. Our Community Investment programmes are developed in consultation with social services and government agencies to ensure we focus on areas that address pertinent social needs.

Enhancing health and financial resilience

Singapore encourages seniors to lead active, fulfilling lives through a variety of government policies and initiatives. The [Action Plan for Successful Ageing](#), launched in 2015 and refreshed in 2023, focuses on active ageing and lifelong learning through public education, outreach and partnerships. We support this national agenda through senior programmes designed to enhance health and financial security.

In 2024, we partnered with Credit Counselling Singapore to deliver more than 40 financial literacy classes to seniors from various Social Service Agencies and Active Ageing Centres including Lions Befrienders, St. Luke’s ElderCare and Viriya Community Services. The classes covered budgeting, staying safe against scams, cashless payment services and government schemes that support retirement and healthcare needs.



A Prudential Singapore volunteer helping seniors improve their digital literacy during a Digi Kakis session.

Between 2021 and 2024, we supported **more than 2,000** seniors through our programmes:

Goal	Target	Output
Supporting healthy and active ageing	1,000 seniors between 2021 and 2024 through our Seniors Wellbeing Masterclass ⁶ and/or Digi Kakis ⁷ programmes.	1,135 (377 seniors in 2024)
Empower seniors with financial literacy	1,000 seniors between 2022 and 2024 through our Seniors Financial Literacy programme	1,028 (526 seniors in 2024)

⁶ Seniors’ Wellbeing Masterclass programme is a four-week programme that helps seniors improve their health, financial and digital literacy.

⁷ Digi Kakis is an initiative aimed at helping seniors build confidence in using digital devices while improving their cognitive and social skills.

Cha-Ching, our financial literacy programme for children aged 7 to 12, has reached more than 22,000 beneficiaries since its inception in 2018.

We continue to engage schools and community partners to impart essential money management skills to children. We are also collaborating with Standard Chartered Bank (SCB) in 2025 to train 500 students in money management.

We continue to promote early childhood care and development through the Healthy with KidSTART programme, by providing monthly fresh food produce packs to low-income families with young children. Since the start of this programme, we have supported 3,085 families.

We measure the success of all our community programmes based on reach (number of beneficiaries) as well as impact to ensure we are directing resources to create positive change.



Programme	Impact measurement	Outcome
Seniors' Wellbeing Masterclass / Digi Kakis	<ul style="list-style-type: none"> Impact assessed through a post-session questionnaire. Determined using the "5 Ways to Wellbeing" framework covering learning, connection, activity, appreciation and giving. 	98.1 per cent of respondents experienced an improvement in their wellbeing.
Cha-Ching Financial Literacy Programme	<ul style="list-style-type: none"> Impact assessed through a pre- and post-session questionnaire. Determined by assessing the children's knowledge of money management concepts. 	75 per cent of students reported that the programme taught them how to manage their money.
Healthy with KidSTART	<ul style="list-style-type: none"> Impact assessed through a pre- and post-programme questionnaire for participants who have been with the programme for at least four months. Determined by assessing motivation in adopting healthier eating habits. 	96.8 per cent of respondents agreed that the programme enables them to make healthier eating choices.
Seniors' Financial Literacy classes	<ul style="list-style-type: none"> Impact assessed through a post-session questionnaire. Determined using the "5 Ways to Wellbeing" framework covering learning, connection, activity, appreciation and giving. 	98.8 per cent of respondents rated positively on learning and connection.



“The Healthy with KidSTART programme now supports over 3,000 families with monthly fresh food packs and resources on healthy eating. The success of this programme has been possible only with the strong support of Prudential Singapore and their steadfast commitment to helping KidSTART children build a healthy foundation. The programme has helped to address nutritional gaps while strengthening parent-child bonds. As KidSTART celebrates its fifth anniversary this year, we look forward to continued collaboration with Prudential Singapore to give every child a brighter and healthier future.”

Mr Joel Tan,
CEO, KidSTART Singapore



“Prudential has partnered with Community Chest since 2021, contributing at least S\$100,000 annually through the Prudential Longevity Pledge. We are grateful for Prudential’s commitment to sustainable philanthropy and look forward to our continued partnership to creating positive social impact and building a caring and inclusive society for all.”

Mr Chew Sutat,
Chairman, Community Chest



“Before joining the Healthy with KidSTART programme, we rarely bought vegetables. With the fresh food packs, we started including them in our meals. It’s been a positive change! Our 1.5-year-old son is now curious about different vegetables, and we’re happy he’s not a fussy eater. I’ve also learned about new vegetables and cooking tips. These fresh food packs have really encouraged us to explore healthier meals together as a family.”

Ms Jagathisan,
beneficiary of Healthy with KidSTART



“With the fresh produce provided, we’ve been able to prepare healthy meals, ensuring food on the table, especially during tough times. As a mom, these nutritious ingredients also support my milk supply. It’s a joy to see my children identify and talk excitedly about the ingredients. It’s become a fun and educational experience for all of us.”

Ms Nur Farah,
beneficiary of Healthy with KidSTART

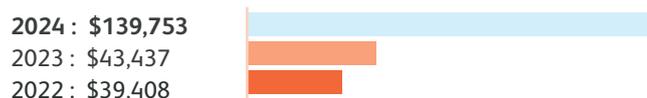


Prudential Singapore volunteers packing fresh fruits and vegetables in support of the Healthy with KidSTART programme

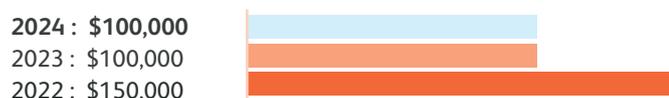
Promoting a giving and volunteering culture

In 2024, our Community Investment team focused on fostering a culture of giving among our employees, financial representatives and customers. We extended our fundraising platform, the Prudential Longevity Pledge (PLP), to customers and launched Change for Charity to direct customer donations towards [Community Chest](#)'s⁸ causes. We also hosted an inaugural CEO Charity Dinner with our agency force. As a result of our fundraising efforts, we raised a total of S\$344,493 in 2024, an increase of more than 40 per cent compared to 2023. The amount raised for Prudential Longevity Pledge for the past three years is as follows:

Donations from employees and financial representatives



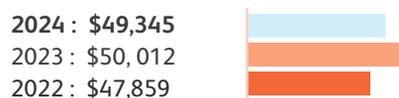
Contribution by Prudential Singapore in 2024



Donations from employees to SHARE as One channelled to PLP



SHARE as One donations matched by Prudential Singapore

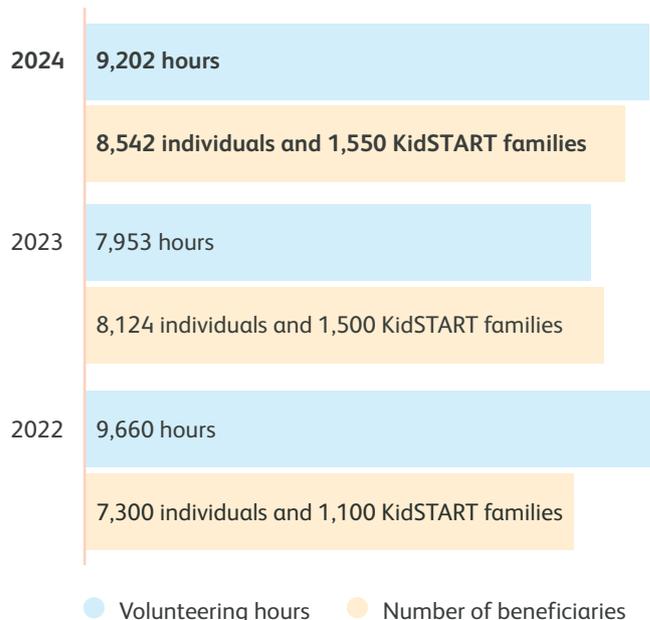


Other contributions



TOTAL	2024	\$344,493
	2023	\$245,461
	2022	\$285,126

We continue to promote a culture of doing good by providing opportunities for our employees and financial representatives to volunteer. In 2024, our volunteers⁹ spent a total of 9,202 hours giving back to the communities by participating in various company-led initiatives.



“My team and I have always made time to volunteer for Prudential’s DOGood activities. In addition to giving our time, we have also ventured into fundraising to help the company make an even bigger impact in our community. Since 2020, I have organised annual Charity Coffee Chats, working with many like-minded Financial Representatives and Agency Leaders to raise funds for social causes. Volunteering isn’t just about giving. It brings a deeper sense of purpose and fulfilment that money can’t buy.”

Jaslyn Ng,
Financial Services Director

Healthy Harvest community edible garden

To foster community resilience for a more sustainable future, we are planning to set up a community edible garden, called Healthy Harvest, in 2025. With this initiative, we aim to promote environmental responsibility and enhance the well-being of the community by encouraging recreational gardening activities and through the distribution of fresh produce. The garden will serve as a platform to raise awareness on health and environmental topics such as food waste management, sustainable gardening and healthy eating, to inspire the community to contribute towards a greener and healthier nation.

Healthy Harvest is supported by the Prudential Climate and Health Resilience Fund, established by the Prudence Foundation, Prudential plc’s community investment arm. The Fund is used to support Prudential plc’s 16 markets across Asia and Africa in addressing health challenges arising from climate change.

⁸ Community Chest is the philanthropy and engagement arm of the National Council of Social Service.

⁹ Volunteer types include employees from Prudential Singapore, Prudential Shared Services and Eastspring, financial representatives, corporate partners, customers, friends and family members.