



Build a life empowered with
abundance and security




Empower your future and live life to the fullest with your loved ones.

Sign up for selected protection plans to enjoy rewards.


Empower your tomorrow by securing what matters most today. With the right protection plans, you can take control of uncertainties and embrace a future where every moment is yours to cherish with confidence. Sign up for selected protection plans to enjoy premium discounts while safeguarding your future.

Promotion from **now till 30 June 2025**.

 **Protection**

Boost your critical coverage and enjoy **first-year premium discount**.

| Eligible Insurance Plans | First-Year Premium Discount ¹ |
|---|--|
| PRUActive Protect PRUActive Crisis Guard | 10.0% |

Exclusively for **ASCEND** and  **customers and their families**

Receive an additional **10.0%² off your first-year premium** when you purchase a Protection Plan and pay premiums on annual mode.

For more information, speak to your Prudential Financial Representative.

Call us at **1800 333 0 333** today or visit **www.prudential.com.sg/empoweryourfuture2**

¹ Discount will be applied on the first-year premium in the first policy year only. First-year premium is the premium payable for the basic policy and supplementary benefit(s) in the first policy year, including the additional premiums payable due to substandard loadings, if any.

² An Ascend or Opus customer and/or their family members who purchase any of the eligible protection insurance plans will receive an additional 10.0% first-year premium discount if the premium is paid on an annual basis. This additional discount will be applied on premiums payable on the basic policy and supplementary benefit(s), including the additional premiums payable due to substandard loadings, if any. Family includes spouse, children, parents, siblings, and grandchildren.

Important Notes:

You are recommended to read the product summary and seek advice from a qualified Prudential Financial Representative for a financial analysis before purchasing an insurance policy suitable to meet your needs.

As buying a life insurance policy is a long-term commitment, an early termination of the policy usually involves high costs and the surrender value, if any, that is payable to you may be zero or less than the total premiums paid.

Buying health insurance products that are not suitable for you may impact your ability to finance your future healthcare needs. Before replacing an existing accident and health policy with a new one, you should consider whether the switch is detrimental, as there may be potential disadvantages with switching and the new policy may cost more or have fewer benefits at the same cost.

Premiums are not guaranteed and may be adjusted based on future claims experience.

As **PRU**Active Protect and **PRU**Active Crisis Guard have no savings or investment feature, there is no cash value if the policy ends or if the policy is terminated prematurely.

The information contained herein is for reference only and is not a contract of insurance. Please refer to the exact terms and conditions, specific details, and exclusions applicable to these insurance products in the policy documents that can be obtained from your Prudential Financial Representative.

The information contained herein is for distribution in Singapore only and shall not be construed as an offer to sell or solicitation to buy or provision of any insurance product outside Singapore.

These policies are protected under the Policy Owners' Protection Scheme which is administered by the Singapore Deposit Insurance Corporation (SDIC). Coverage for your policy is automatic and no further action is required from you. For more information on the types of benefits that are covered under the scheme as well as the limits of coverage, where applicable, please contact your insurer or visit the GIA/LIA or SDIC websites (www.gia.org.sg or www.lia.org.sg or www.sdic.org.sg).

The information presented cannot be reproduced, amended or circulated in whole or in part to any other person without our prior written consent.

Information is correct as of 9 June 2025.

This advertisement has not been reviewed by the Monetary Authority of Singapore.

Prudential Assurance Company Singapore (Pte) Limited
(Reg. No. 199002477Z)
30 Cecil Street #30-01
Prudential Tower
Singapore 049712
Tel: 1800 333 0 333 Fax: 6734 6953
Part of Prudential plc

www.prudential.com.sg