



Simple and accessible health and financial protection



Singaporeans are living longer, but rising lifespans bring new challenges, including a greater demand for healthcare and rising medical costs.

Despite the country's economic progress, significant insurance coverage gaps persist¹ with an estimated shortfall of over S\$370 billion in mortality protection and nearly S\$580 billion in critical illness protection. Medical inflation, projected at 16.9 per cent in 2026², further compounds these risks for individuals and insurers.



As a life and health insurer, we are committed to help people manage these realities by making protection more accessible and affordable. In line with our sustainability strategy, we focus on three priorities: **improving health outcomes through strategic partnerships and digital innovation, broadening protection with inclusive offerings and building community resilience through financial inclusion and climate-health initiatives.** By closing the protection gap and empowering communities, we aim to deliver sustainable value for customers, society and investors – ensuring greater health and financial security for generations to come.

Dr SIDHARTH KACHROO

Chief Health Officer
Prudential Singapore

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About this brief

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References the following sections of GRI:
413: Local Communities

¹ 2022 protection gap survey, Singapore, LIA, https://www.lia.org.sg/media/3974/lia-pgs-2022-report_final_8-sep-2023.pdf

² Double-digit medical cost increases projected to persist into 2026 and beyond in Singapore, WTW, <https://www.wtwco.com/en-sg/news/2025/11/double-digit-medical-cost-increases-projected-to-persist-into-2026-and-beyond-in-singapore>



Delivering partnerships and digital innovation for better health outcomes

We go beyond financial protection to actively support our customers in their health journeys. Through partnerships with hospitals, clinics and healthcare providers, we enable more seamless access to healthcare.

These efforts support earlier intervention, better treatment coordination and more informed choices for customers. We also raise awareness and accessibility of preventive health screenings, all of which align closely with Singapore's Healthier SG initiative to strengthen primary care and drive better health outcomes.

Expanding the PRUPanel Connect Programme (PPC)

A Prudential-commissioned report by the Economist Impact³ found that 83 per cent of Singaporeans delay care due to work, family burden or cost, highlighting a need for clearer guidance, simpler processes and better cost transparency. Through our hospital-led partnership, the [PRUPanel Connect Programme \(PPC\)](#), we provide customers with a suite of exclusive value-added services to address these challenges so that customers are empowered to seek the care they need, when they need it most.

Through PPC, we work directly with our partner healthcare providers to ensure high quality care at manageable prices for our customers, while also supporting a more complete patient care journey.

In 2025, we expanded PPC to include:

- Thomson Medical Care,
- Woodlands Health hospital,
- Private ear, nose and throat (ENT) clinics:
 - ▶ Ascent ENT Group,
 - ▶ ENT Surgeons Medical Centre,
 - ▶ Luma Day Surgery (Paragon),
 - ▶ Asian Healthcare Specialists (Mount Alvernia),
 - ▶ The ENT Practice - Adult & Child Specialists (Mount Alvernia) and
 - ▶ The ENT Specialists.



Prudential Singapore CEO Chan San San and Chief Health Officer Dr Sidharth Kachroo with Dr Melvin Heng and SM Lee of Thomson Medical during the partnership signing ceremony.

This expansion brings the total coverage under the programme to more than



2,000 specialists
across **35** specialties
– and is still growing.

These partnerships support better health outcomes by enabling customers to get **timely access to quality care**. They also help **manage long-term healthcare costs** and **ensure healthcare remains accessible and affordable** through disciplined cost management.

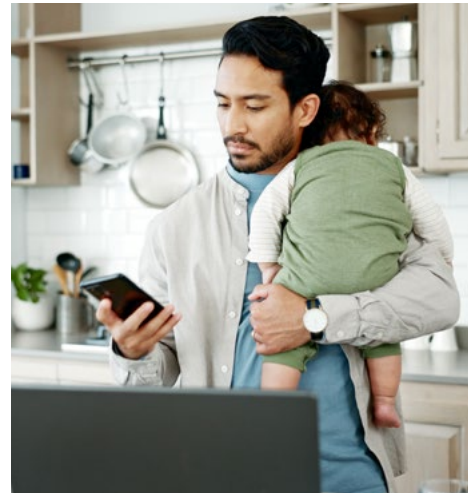
³ Media Release: 8 in 10 people in Singapore delayed medical care to prioritise work and avoid burdening family, Prudential Singapore, <https://www.prudential.com.sg/about/newsroom/press-release/2025/8-in-10-people-in-singapore-delayed-medical-care-to-prioritise-work-and-avoid-burdening-family>

Leveraging digital innovations to support timely access to healthcare

Digital innovation plays a critical role in helping our customers improve health outcomes by reducing barriers to timely care. Through technology, we empower our customers to make informed decisions and access treatment faster.

In June 2025, we launched the PRUShield Online Pre-Authorisation portal. This allows customers to seek pre-approval via the online portal before admission or surgery at private specialist clinics or private hospitals, providing a more seamless digital experience while reducing manual paperwork. Additionally, our AI-powered Straight-Through Processing (STP) model increased automated claims handling for pre- and post-hospitalisation treatments by **seven percentage points**, improving efficiency and accuracy, leading to lower operating costs and a better customer experience.

Together, these innovations strengthen access to healthcare, support early intervention and manage operating costs – advancing our vision of promoting better health outcomes through partnerships and technology.



Developing sustainable and inclusive offerings

Improving accessibility to health and financial protection starts with offering solutions for people who struggle to find insurance that meets their needs, such as those with pre-existing medical conditions.

To address this gap, in 2024, we introduced a new underwriting approach that uses risk-based loading to make medical coverage accessible to more people, including those with certain health conditions. With this approach, we adjust premiums based on individual risk profiles to provide protection for those who would otherwise be uninsured. To date, we have provided coverage to more than 700 customers under this scheme, supporting more individuals to secure protection and to achieve greater health and financial resilience.



Dr KRITI MISHRA
Head of Medical Underwriting
Prudential Singapore

Prudential Singapore's Head of Medical Underwriting, **Dr Kriti Mishra**, shares how our risk-based loading initiative is designed to improve accessibility and support better health outcomes.

Q *What is the protection gap that we're trying to close with risk-based loading?*

A "Risk-based loading is focused on covering people with certain health conditions who would otherwise have been declined by traditional underwriting practices. Today they can get medical coverage from Prudential by paying a premium which matches their additional risk."

Q *If an individual's health condition improves through proactive management, is there a pathway for him/her to transition to standard premiums?*

A "Yes. If the person is able to establish a consistent improvement in their health condition, they can submit their medical reports before renewal of the policy for review of terms, including premiums. This will encourage people to adopt better lifestyles to improve their health."

Q *What further steps toward greater health inclusion do you hope to take?*

A "Currently, risk-based loading only covers certain cardiovascular risk factors. We are reviewing opportunities to apply this inclusive underwriting approach to other health conditions."

Building resilient communities

Our success as a business depends on the wellbeing of the communities we serve. In line with our purpose as a life and health insurer, we focus on supporting community initiatives that improve financial literacy, climate-health resilience and health outcomes.

Driving financial literacy for children

Since 2018, our **Cha-Ching** programme has taught money management concepts to **over 23,000 children** aged 7 to 12, supporting greater financial preparedness for the next generation.

In 2025, in celebration of our 25 years of bancassurance partnership with Standard Chartered Bank (SCB), we launched a year-long collaboration to equip 500 children from ComLink+ families with financial skills through Cha-Ching. This initiative is supported by the Ministry of Social and Family Development (MSF)'s Social Service Office @ Ang Mo Kio & Yishun (SSO@AMK & YS).



Over **23,000** children aged 7 to 12 have been taught money management concepts through our Cha-Ching programme.



Building on the success of our financial literacy efforts, we started **Get Fit! Get Lit**, a new programme that combines financial education with physical activities to help children aged 7-12 years old get fit while learning basic money management concepts from Cha-Ching. More than **200 children** have participated in this programme in 2025.



Strengthening climate and health resilience

As climate change accelerates, its impacts – such as extreme heat – pose significant health risks, particularly for the elderly. To address these climate and health challenges, we engage in local outreach and public-private partnerships to launch **Healthy Harvest** in 2025 – an initiative aimed at promoting sustainable food-growing practices and healthy living through community-based edible gardens.



Celebrating the launches of our community edible garden sites at Telok Blangah and West Coast Park with community members and Prudential employees

Healthy Harvest is part of a two-year partnership with the SG Eco Fund⁴ and is partially funded by Prudence Foundation's Climate and Health Resilience Fund⁵. In 2025, we established two edible community gardens at West Coast Park and Telok Blangah, empowering the community to grow their own food, embrace sustainable living and make healthier lifestyle choices. These urban green spaces also help foster social inclusion by enabling seniors, the young and persons with disabilities (PWDs) to come together through learning and gardening activities

Healthy Harvest aims to achieve the following environmental and community outcomes over 2 years:

- Collect **6,000 kg** of food waste from the community for composting

- Harvest and distribute **3,000 kg** of fresh produce, equivalent to approximately **20,000** packets, to be distributed to the community

- Engage **120** seniors, PWDs, and residents as regular volunteers

- Engage over **1,000** participants, including Prudential employees, financial representatives and customers in experiential workshops to learn about sustainable gardening practices and cultivate healthy eating habits



“The SG Eco Fund supports community projects that advance environmental sustainability in Singapore. We are **happy to partner Prudential on the Healthy Harvest initiative**, alongside other programmes, to engage the community on environmental sustainability and climate resilience whilst contributing to the goals of our Singapore Green Plan 2030. We hope this effort will inspire more ground-up partnerships to drive collective action in the community.”

Desmond Ho

Trust Secretary, SG Eco Fund

“Our clients from Eden Centre for Adults (Clementi) have been working on the Hydroponics programme since July 2025. **It is a very good learning for them to experience the full growth cycle of the plants.** They also enjoy bringing home plants and vegetable that they help grow.”

Isaac

Teacher from Eden Centre for Adults

“We water the plants, cut weeds, trim dry leaves, and prune flowers. **Gardening helps me stay healthy, and I don't fall sick as easily.**”

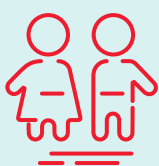
Participant from the
Institute of Mental Health

⁴ The SG Eco Fund is a S\$50 million Singaporean government initiative, launched in 2020 by the Ministry of Sustainability and the Environment (MSE) to support community-driven projects that promote environmental sustainability.

⁵ The Climate and Health Resilience Fund is a US\$2 million Prudence Foundation initiative that supports Prudential businesses in Asia and Africa to develop or scale programmes addressing climate-related health risks and strengthening community resilience.

Supporting better health outcomes through nutrition and exercise

In 2025, we also marked the fifth anniversary of **Healthy with KidSTART**, an early childhood nutrition programme. This initiative aims to help lower-income families with children aged six and below – a period critical for physical and cognitive development – adopt healthy eating habits. The programme has grown significantly from supporting 120 families in 2020 to more than 3,400 families in 2025. Beneficiaries receive monthly fresh produce packs delivered to their doorstep, including vegetables and fruits, as well as online resources such as recipe cards to encourage healthier eating. To mark the anniversary, parents and children on the programme were brought together to enjoy an eventful day of child-related health and nutrition activities at Fort Canning Park as part of the biennial “What’s for Lunch?” signature event. The day’s itinerary included station games and stage activities for children, educational talks by the National University Hospital (NUH) and Health Promotion Board (HPB) and live cooking demonstrations.



Celebrating
5 years
of Healthy with
KidSTART.

More than
3,400 families
supported in 2025,
up from 120 families in 2020.

Fostering a culture of corporate volunteerism and giving

In celebration of Singapore’s 60th birthday and the move to our new office, we announced an **S\$880,000** community investment that was increased to **S\$1 million**, aligned with the SG60 theme of “Building Our Singapore Together”.

This investment focuses on uplifting and connecting Singapore residents to build a resilient and inclusive society for generations to come, channelled towards the following activities:

- Household essentials hampers, distributed to over **1,100 ComLink+ families** residing in the vicinity of our office at Labrador Tower
- Cash donations to the **Prudential Longevity Pledge (PLP)**, which directly support our community investment programmes
- Establishment of our **Healthy Harvest** edible community gardens



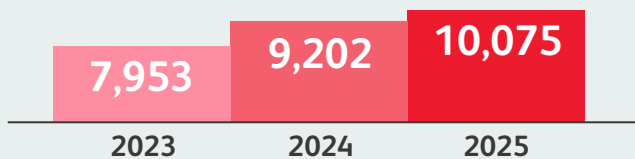
We also continued to provide volunteer opportunities for our employees and financial representatives, as well as employees from Eastspring, Prudential Services Singapore and corporate partners (‘our volunteers’).

Our volunteers spent a total of **10,075 hours** giving back to communities by participating in various company-led initiatives.

As a result of our PLP fundraising efforts, we raised and matched a total of **S\$782,938** in 2025. With CHRF funding, total contributions exceed the **S\$1 million** commitment.

Our Community Investment efforts at a glance

Volunteering hours



No. of beneficiaries

(excludes Healthy with KidSTART families)



Donations	Amount (S\$)		
	2023	2024	2025
Donations from employees and financial consultants (Jan - Dec)	43,437	139,753	230,577
Donations from employees to SHARE as One channelled to PLP (Jan - Dec)	50,012	49,345	46,989
SHARE as One donations matched by Prudential Singapore (Jan - Dec)	50,012	49,345	46,989
Contribution by Prudential Singapore in 2025	100,000	100,000	436,383
Other contributions	2,000	6,050	22,000*
Total PLP fund contributions	245,461	344,493	782,938

*Balance funds from a concluded sponsorship programme were reallocated to the Prudential Longevity Pledge