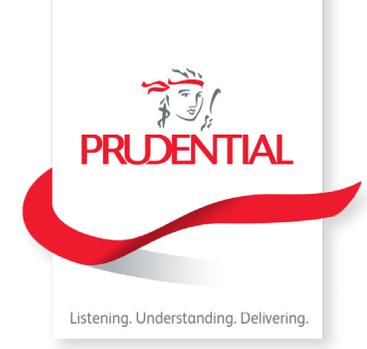


Helping people get  
the most out of life



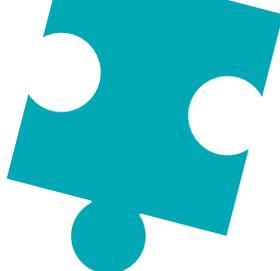
# SUSTAINABILITY REPORT 2020 SUMMARY

As we continue to deal with the impact of Covid-19, it is critical that we do not lose sight of our responsibilities towards building a sustainable business. We must continue to manage Environmental, Social and Governance (ESG) issues such as widening inequalities, climate change, employment, and sustainable finance with urgency and through a multi-stakeholder approach.

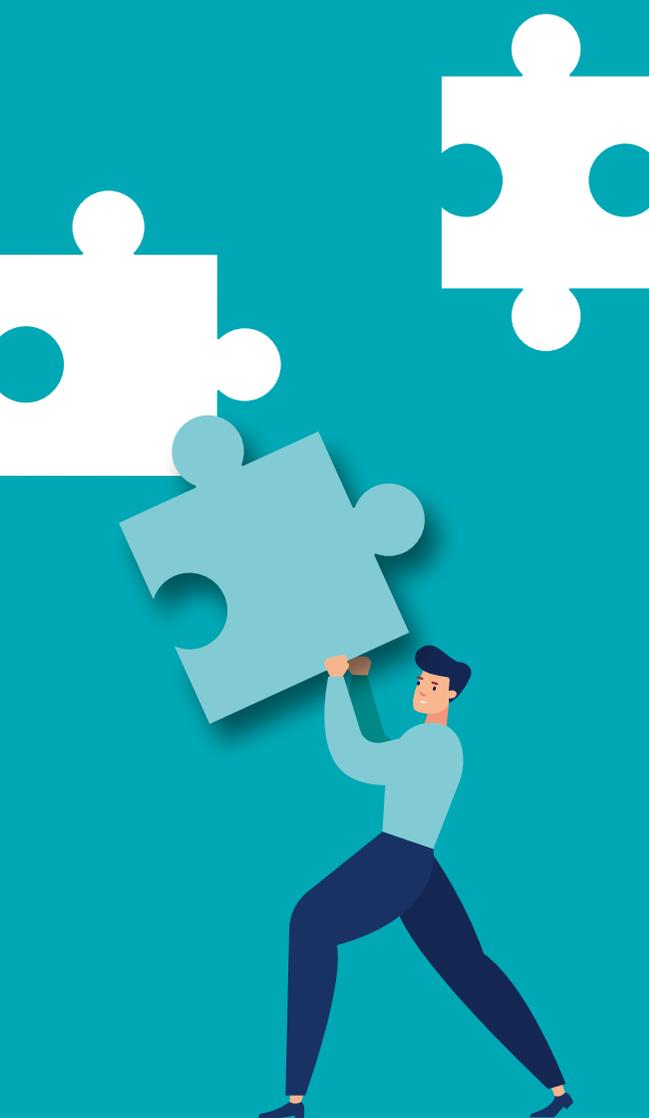
At Prudential, our purpose is to help people get the most out of life. This means providing access to finance and health; investing responsibly at scale for the long term; and fostering a diverse and inclusive working environment. The way in which we deliver on our purpose must reflect our responsibilities to the environment, people and the economy.

**DENNIS TAN,**  
CEO of Prudential Singapore





## Our purpose is to help people get the most out of life



The way we do business and interact with others is anchored in our purpose, aspiration and values. These set the foundation for who we are as an organisation and the way we conduct ourselves with our people, customers, partners and community. We do this by making healthcare accessible and affordable, protecting wealth and growing assets, and empowering people to save for their goals. Our purpose inspires our people and we are guided by our five values of **Ambitious, Curious, Empathetic, Courageous** and **Nimble**.



# OUR YEAR AT A GLANCE



**68** life insurance, medical and savings plan products for individuals and enterprises as of 31 Dec 2020

**Annual Premium Equivalent in 2020**  
**S\$841 million**



**Total Equity**  
**S\$1.3 billion**



**Over 135,000** downloads of Pulse by Prudential, our health and wellness application that helps people live well for longer



**Supported 3,022 individuals** from low-income families with complimentary Accidental Death Cover through our Spark Kindness Movement



**2,319** primary school students benefited from our financial literacy programme

**93%** of the **147** children who attended Virtual Cha-Ching sessions agreed the curriculum taught them how to manage their money.

## MAKING HEALTH AND FINANCIAL SECURITY ACCESSIBLE



Incorporated an **ESG screening approach**

Incorporated an ESG screening approach into our due diligence for new and annual reviews of funds

**1,185** Total number of full-time and contract employees



**51%** Female participation ratio of 51% at senior levels (senior managers and above)



**131%** increase in the total average training hours per employee compared to 2019

Customer satisfaction ratings of at least 90% or stronger consistently observed of our Customer Service Centre and Distributors



## STEWARDING THE HUMAN IMPACTS OF CLIMATE CHANGE



Developed a Sustainable Procurement Policy and Supplier Sustainability Guidelines to drive responsible procurement practices

## GOOD GOVERNANCE AND RESPONSIBLE BUSINESS PRACTICES

## BUILDING SOCIAL CAPITAL

**S\$3.5 million** in cash benefits and donations provided to more than 3,400 individuals and the community as part of our Covid-19 relief measures



Pledged more than **S\$200,000** to The Courage Fund and The Invictus Fund to support vulnerable individuals and groups such as patients, healthcare workers and members of the community affected by Covid-19.

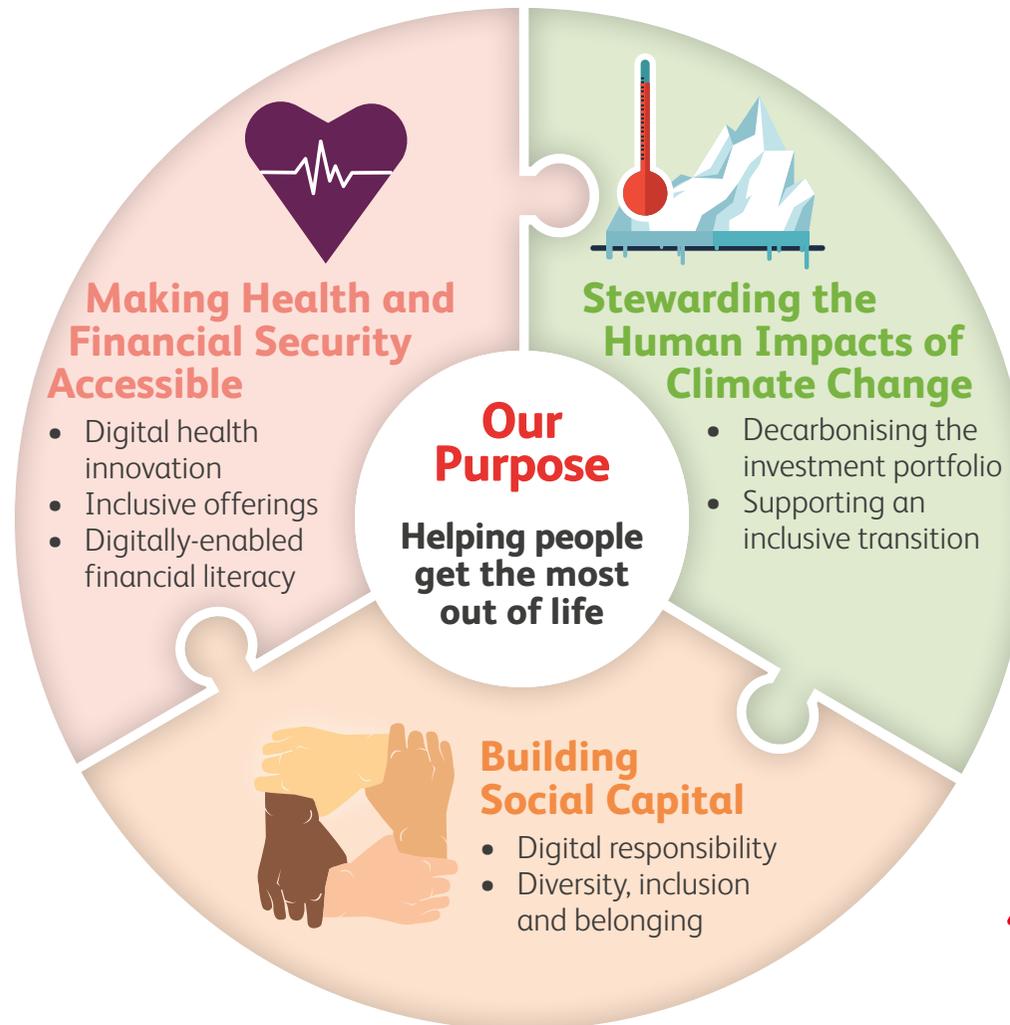


## COMMUNITY ENGAGEMENT AND INVESTMENT

Raised a total of **>S\$85,000** in SHARE as One contribution, a 19% increase from 2019

# Our ESG Strategy

Our **ESG strategy** is fully aligned to our business strategy and purpose of helping people to get the most out of life. Our strategy consists of **three strategic pillars** and each has differentiating focus areas, the 'differentiators', where we can make a meaningful impact.

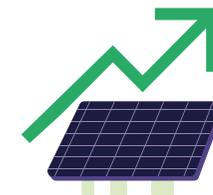


## THREE STRATEGIC ENABLERS SUPPORT OUR ESG PILLARS:

### ▶ Good Governance and Responsible Business Practices



### ▶ Responsible Investment



### ▶ Community Engagement and Investment



# 3 ESG Strategic Pillars



## 1 Making Health and Financial Security Accessible

We seek to create long-term value for our customers and commit to closing the health, protection and savings gap. Making people healthier and wealthier is core to our purpose of helping people get the most out of life. To do this, we focus on *digital health innovation* which provides people with affordability of products, greater access to healthcare services and healthier outcomes. We also emphasise diverse and *inclusive offerings* to ensure our products and services meet the needs of underserved segments.

For example, we introduced the *Spark Kindness Movement* to help narrow the protection gap by providing underprivileged families financial support. For every PRUActive Protect or PRUCancer 360 policy sold, we provided a complimentary two-year Accidental Death Insurance Coverage of S\$10,000 to a parent of a low-income family supported by our community partner, AMKFSC Community Services Limited (AMKFSC). This coverage provides hope to the children of these families by ensuring that their developmental needs are supported.

Finally, we believe that *digitally enabled financial literacy* has the power to educate, change mindsets, and encourage long-lasting behaviours that will affect an individual's financial choices. In doing so, we help prepare our customers for longer, healthier and wealthier lives.



## 2 Stewarding the Human Impacts of Climate Change

We are proactive in enabling the transition to a low carbon economy because climate change presents serious global challenges with significant potential economic consequences and impacts on people's health and livelihoods. We do this by *decarbonising our investment portfolio* and *supporting an inclusive transition*. As we support the move to a lower carbon economy, we strive to ensure that the transition is an inclusive one for all of society – one that supports sustainable growth and economic health where we operate.

As part of our Responsible Investment approach, we incorporate ESG factors into our investment decisions, alongside traditional financial analysis, to generate sustainable returns for our customers. We will invest S\$200 million of our total assets under management in ESG funds in 2021. We have incorporated an ESG screening approach into our due diligence for new and annual reviews and will be developing an ESG measurement methodology in 2021.



## 3 Building Social Capital

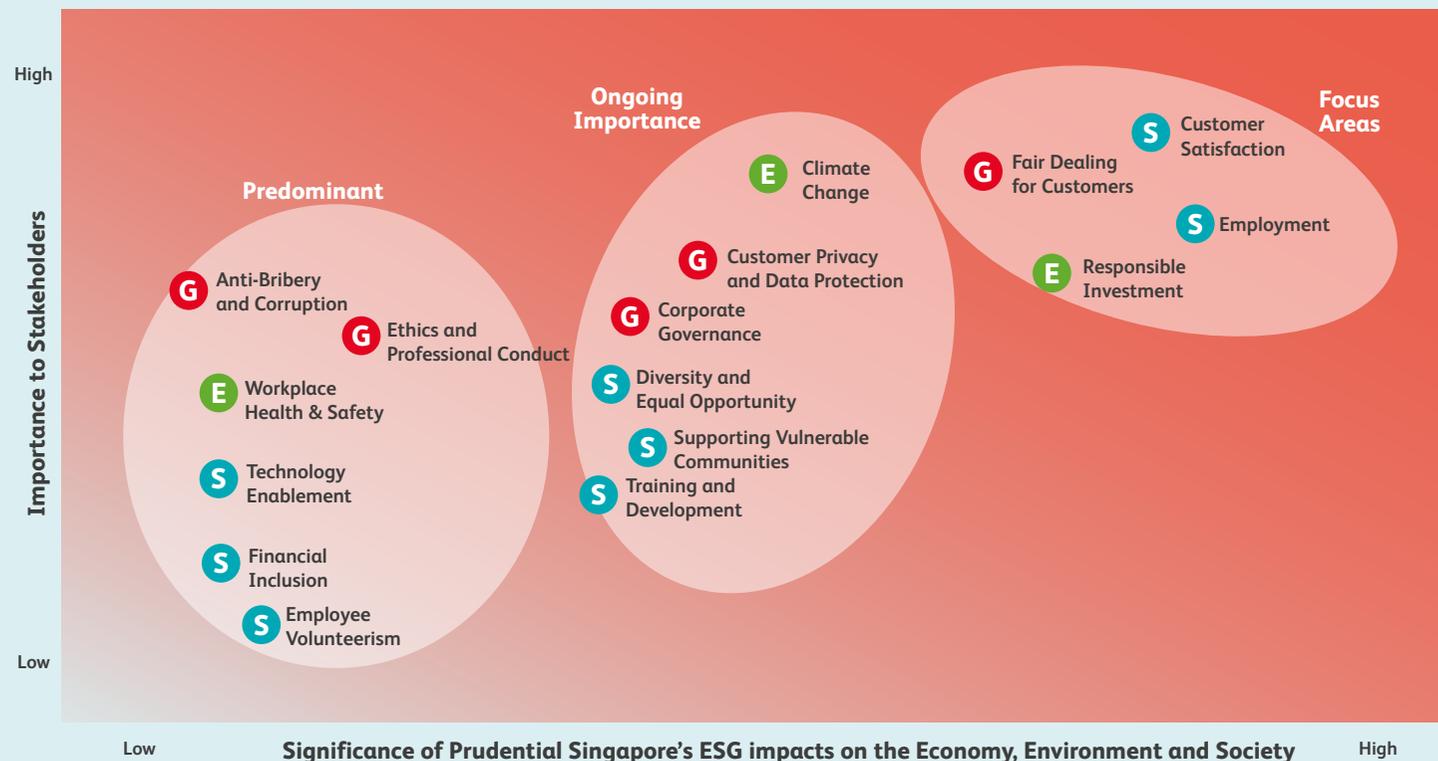
We are committed to both building our human capital, and the social capital we have with our broader stakeholders. This means empowering our people and unlocking their potential. We do this by striving for *diversity* in representation and thought, and seek to foster a culture of *inclusion*, and a sense of *belonging* within our organisation. In doing so, we have committed to achieving a 50% to 55% female participation ratio in senior levels and closing the gender pay gap for senior managers and above to less than 5% by 2021.

Digital innovation is central to our creation of healthier and wealthier lives, and we act with integrity where *digital responsibility* is concerned. We are resolute in our commitment to fairness, safety and transparency in the design, governance and operation of our digital ecosystem.

# Stakeholder Engagement

We collaborate with various stakeholders and maintain regular engagements with them because they are core to how we operate. They include regulators, investors, customers, employees, distributors, civil society and suppliers. Listening to our stakeholders' perspectives keeps us nimble, and enables us to determine our material topics, strategy and initiatives.

In 2020, we embarked on a more robust materiality assessment involving deeper engagement with our stakeholders and inputs from our leadership team. The results show key topics that are important to our stakeholders and have the highest importance to our business. The materiality matrix below represents areas where we believe we can create long-term value, and where we have a significant impact on the economy, environment and the society. We have also aligned our material topics to the UN SDGs.



● High Impact  
 ● Medium Impact  
 ● Low Impact  
 ● Environmental  
 ● Social  
 ● Governance

Our second voluntary Sustainability Report illustrates how we are fulfilling our purpose and advancing sustainable development.

Watch our CEO's Message [here](#)

Read our full Sustainability Report 2020 [here](#)