

The PRU Fintegrate Partnership Programme

An overview



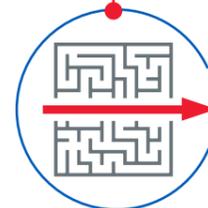
Mid- to long-term objectives:



Collaborate with fintech startups in Singapore and globally



Co-develop innovative financial solutions, simple interfaces and seamless experiences

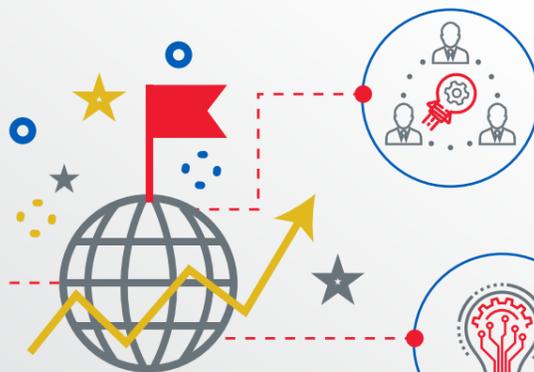


Make insurance simpler and more accessible for customers

What's in it for startups?



Opportunity to partner Prudential, one of Singapore's largest life insurers, and potentially draw on the firm's global resources



Work with our teams and mentors to build and validate prototypes, and run pilots with a view to enter into a commercial engagement with Prudential



Develop business-ready solutions that can be integrated quickly through our API platform

Our innovation will be applied across the entire value-chain:

1



Help customers understand how to bridge their protection gap and to plan better for their financial future

2



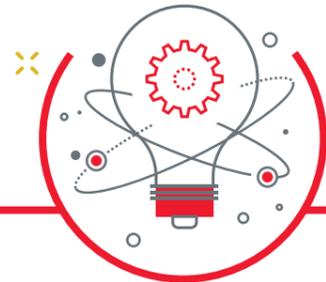
Simplify the purchase and claims process

3



Provide Financial Consultants with the digital tools to serve their customers better

Programme criteria



PRU Fintegrate is working with startups that offer a solution to one of the 19 problem statements chosen by Prudential from the 2017 Global Fintech Hackcelerator.



For a start, Prudential will collaborate with startups that have a solid track record

Offer solutions that can be applied at scale and speed



Relevance and applicability of the solution in improving the Prudential customer experience



Startups selected for PRU Fintegrate will be featured at Prudential's booth at the Singapore Fintech Festival of which Prudential is a Grand sponsor.