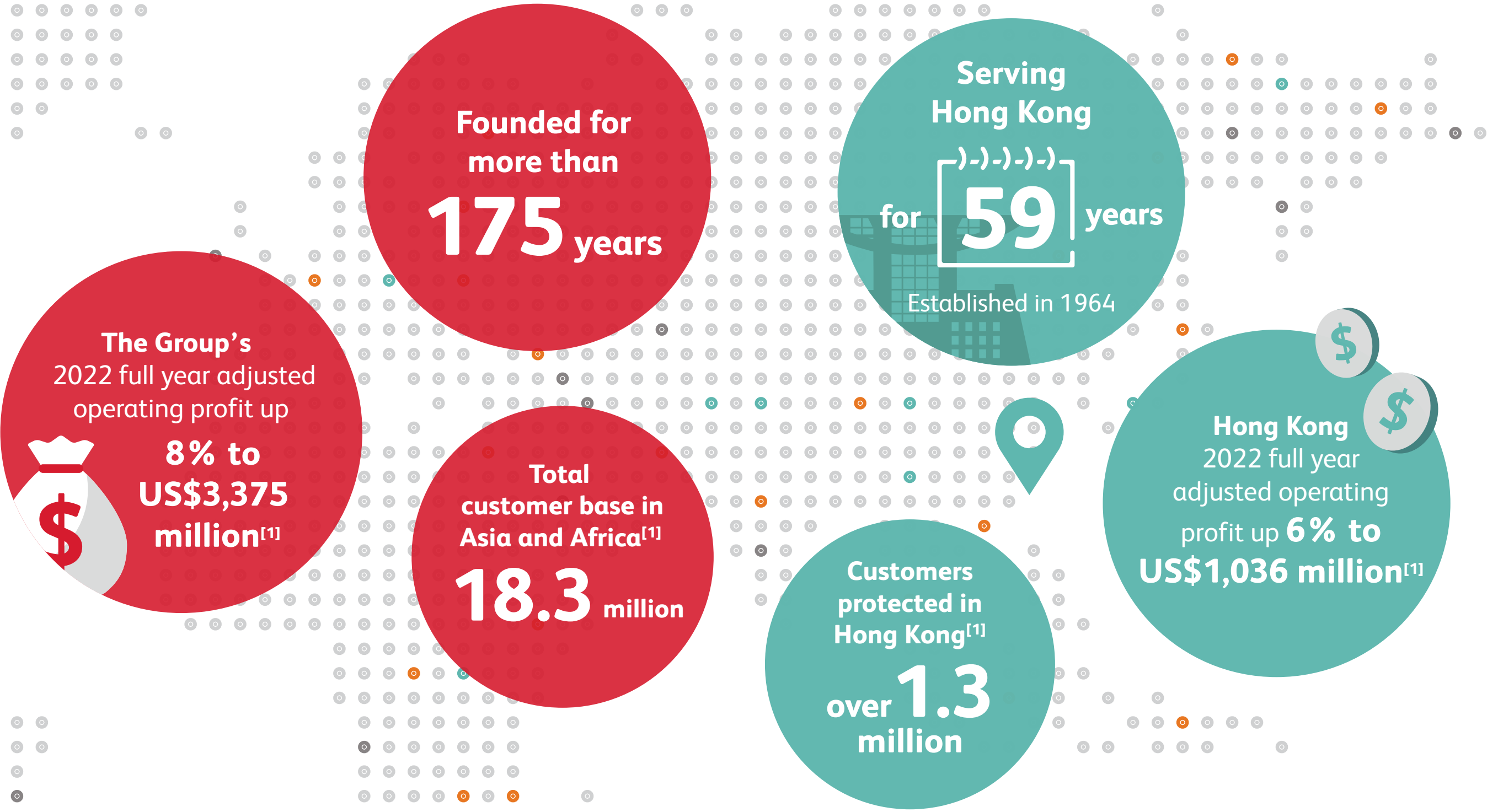


Listening.
Understanding.
Delivering.

Prudential plc provides life and health insurance and asset management, with a focus on Asia and Africa. We help people get the most out of life, by making healthcare affordable and accessible and by promoting financial inclusion. Prudential’s commitment to Hong Kong continues through two locally-incorporated companies: Prudential Hong Kong Limited (PHKL) and Prudential General Insurance Hong Kong Limited (PGHK). PHKL offers a broad range of financial protection, health protection and retirement planning products, while PGHK is dedicated to delivering a wide range of general insurance and employee benefits for our customers.

In 2023, Prudential plc established a branch of its Hong Kong business in Macau, offering life and health insurance solutions.

The Group



Hong Kong

Credit Rating^[2]
S&P: A
Moody's: A2
Fitch: A-

Listed on stock exchanges in

- London (PRU.L)
- Hong Kong (2378.HK)
- Singapore (K6S.SG)
- New York (PUK.N)

Hang Seng Composite Index

- SZ-HK Stock Connect
- SH-HK Stock Connect

[1] Prudential plc 2022 full year results

[2] As at 2 Nov 2022: prudentialplc.com/investors/credit-investors



Hong Kong at a Glance

Largest agency force^[1] for 7 consecutive years
Over **19,300** of financial consultants

4,790 MDRT membership^[2]

Million Dollar Round Table (MDRT) is recognised internationally as the standard of excellence in the life insurance and financial services business.

No.1 COT membership^[2]

Court of the Table (COT), three times the basic requirement of MDRT membership, recognises the outstanding performance of financial consultants.

Office premium for new individual business^[3]
Over **HKD 67.7 billion**

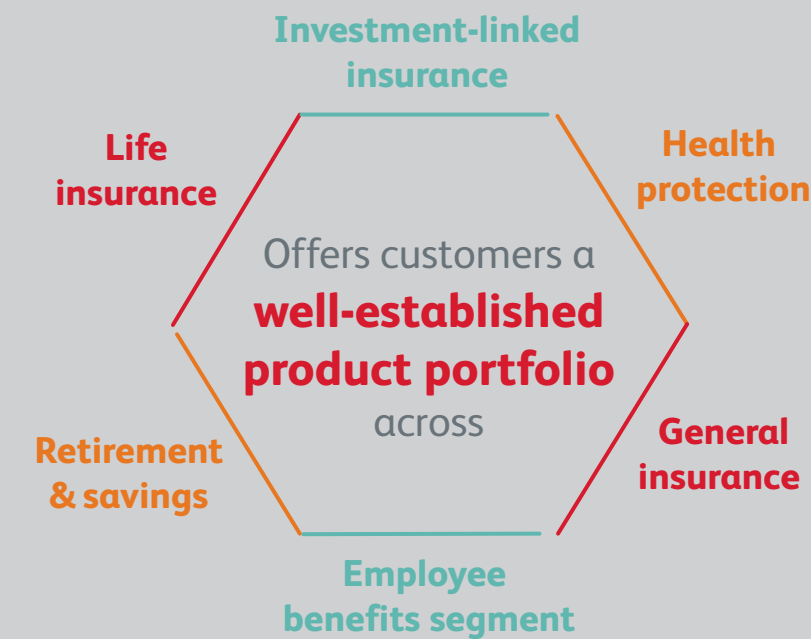
Customer Satisfaction^[4] 99%

Customer Retention^[2] 97%

Total claim payments^[5]
Around **HKD 5.3 billion**
Equivalent to 181,000 Colonoscopy & Gastroscopy

No. of claims proceeded in 2022^[5]

Around **108,000**
Approved 1 case in a minute on average



Established **strategic bancassurance partnership** with Standard Chartered Bank to expand multi-channel distribution



175 YEARS
Celebrating Life



Our Recognitions*



投資者及理財教育獎
Investor and Financial Education Award 2022



*Selected awards only

[1] Prudential plc 2022 full year results

[2] As at July 2021: mdrt.org/companies/

[3] Provisional Statistics for Long Term Business issued by Insurance Authority (January – December 2021)

[4] Prudential Purchase Experience Satisfaction Survey

[5] 2022 Life Claim Report issued by Prudential Hong Kong Limited

Seamless Digital Experience

175 YEARS
Celebrating Life



Welcoming You

End-to-end Policy Application

✓ Underwriting decision can be available in **1 min**

✓ **One Signature**
Review application materials on personal devices with one digital signature at anytime

✓ **One-stop medical examination**



- Complete medical exam at one preferred **"Satellite ME"** centre
- Collect your blood sample by **"Health Test Express"** with patented technology

Serving You



eContract
Receipt of policy contract in digital format

Easy policy management

- View coverage details and policy value
- Update your personal particulars
- View eStatement
- Setup target price alert

Secured transactions

- Switch existing investment choice
- Change premium allocation
- Pay premium with China UnionPay debit card

PRUeShop

Purchase general and clinical insurance in a few clicks



PRUHealth Service Platform

- Hospital Guide
- eClaims
- Cashless Service
- Claimable Amount Estimate
- Treatment Sure
- Home Care



Pulse by Prudential



- An AI-powered app that understands you as an individual and responds to your health needs
- Medical, healthcare and dining offers
- Over 800,000 downloads and 61,000 new policies associated with the digital platform since its launch in 2020



◀ **Download to Explore**

Supporting You

eClaims

- **100%** hospitalisation medical plans can be submitted via eClaim
- Claims submissions completed in **3 mins** in 3 simple steps

Hospital to Prudential (H2P)*

- Provides hassle-free and paperless hospital claims experience

Cashless Service*

- Provides pre-authorisation decision in **1 min**
- Apply to day surgery, hospitalisation, and outpatient diagnostic imaging test*
- First in market to waive credit card pre-authorisation

*Please refer to www.prudential.com.hk for latest scope of services

Community Engagement and Investment

Our mission and vision for community investment is to create a better future for our communities by making them safer and more resilient to life's risks, and to provide families with essential life skills that help them have a better, more secure future and get the most out of life. In Hong Kong, we develop projects through four pillars: Financial Education, Health, Social Capital & Communities.

175 YEARS
Celebrating Life



1 Financial Education

“\$avvy Planner” Financial Education Program

Introduces money management concepts – Earn, Save, Spend and Invest through a board game targeting secondary school students



2 Health

Prudential Blood Drive

We run regular Prudential Blood Drives to help replenish blood bank and help save lives.



3 Social Capital

Diversity, Equity and Inclusion

Supports the diversification of ideas and cultures through internal advocacy and external collaborations



4 Communities

“Hong Kong Crusaders” Soccer Programme

Boosts fitness, skills and social capital for people with physical or mental special needs

