



# Sustainability

## Our sustainability ambition: Deliver real-world impact and long-term resilience

As a life and health insurer and long-term investor, our approach to sustainability is at the core of our purpose: 'For Every Life, For Every Future'. We want to have a positive impact on the future and wellbeing of our planet and our societies. For us, positive impact means creating value in support of the UN Sustainable Development Goals and ensuring this is underpinned by good governance and responsible business practices. Our sustainability strategy centres on three pillars: **Simple and accessible health and financial protection, responsible investment and sustainable business.**

## Our strategic approach: From ESG to sustainability

The evolution of our sustainability journey is in line with our mission, our purpose and our 175-year history. To reflect our new purpose, we have adopted a refreshed strategic approach to our sustainability journey, evolving from ESG to sustainability.

## Our impact: Long-term value creation for society

Creating a sustainable, inclusive, and responsible future for our customers, people, shareholders and the communities in which we operate.

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At Prudential, sustainability is at the core of what we do. More than just words on a page, our refreshed strategy is an integrated, purposeful approach, which goes beyond managing ESG risks to long-term value creation for society. As a collective, and as individuals, we are all rolling up our sleeves to contribute to the targets set for our entire organisation and to achieve sustainable growth together.”

Anil Wadhvani, CEO, Prudential plc



# Our strategy

Ambition

Sustainability for real-world impact and long-term resilience

Purpose

Foundation



Good governance and responsible business practices

Corporate governance, conduct and ethics, risk management, external reporting and benchmarking Simple and accessible health and financial protection

# Our sustainability



# Our and progress

<sup>^</sup> Carbon emissions refers to carbon dioxide equivalent emissions (CO<sub>2</sub>e) per the Greenhouse Gas (GHG) Protocol, including carbon dioxide (CO<sub>2</sub>)

## Simple and accessible health and financial protection

We are proud to share two examples from our markets where we have taken steps to further our aspiration to fill the health and financial protection gap:

In Malaysia, the established PRUKasih CSR scheme evolved to PRUKasih Aman - **an online micro-insurance product aimed at safeguarding even more individuals and families in Malaysia.** PRUKasih Aman provides enhanced coverage (up to \$3,900/ RM18,000), which includes daily hospitalization allowance, funeral expenses, as well as both death benefit and an extra accidental death payout. PRUKasih Aman has provided protection to 9,700 individuals from low-income communities and disabled group since its introduction in late 2022.

**In the Philippines, we launched the PRUBabies programme,** which granted 175,000 redeemable vouchers providing **six months' free infectious disease coverage to newborns** (aged seven days to 11 months) who were enrolled in PRUMedCare Select Infectious Disease. Over 18,000 vouchers were redeemed, safeguarding these infants against illnesses such as dengue, measles, malaria, and typhoid.



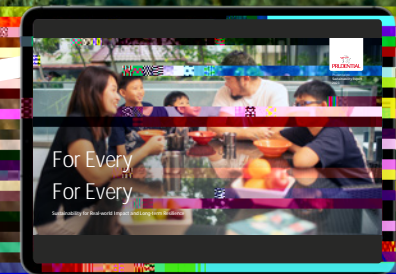
# Looking

We will be taking a strategic and integrated approach to refining our social sustainability strategy, ensuring we deploy all available resources and assets at hand to advance our diversity and inclusion efforts and contribute to increasing access to health and financial protection across our markets.

We will be developing our position on nature and biodiversity and will integrate this into our net zero ambition and climate management approach.

We are also setting up a fund to advance efforts on enhancing climate-related health resilience in communities, as well as continuing with our support on researching into the interconnectedness between climate and health.

Build a socially responsible organisation, where our people find fulfilment in applying their skills to our sustainability ambition and can contribute meaningfully.



For more information, please read our Sustainability Report or visit our website here