



## Regional SAFE STEPS Expanding its Reach Across Asia

Since the regional launch of SAFE STEPS Road Safety in February 2016, we have continued to roll out the programme throughout the region with new partnerships formed and distribution networks established at the national level. Together with the strong support of our Business Units, the programme has made significant progress in several markets.

*Above photo: Bringing SSRS awareness to the streets in Cambodia.*



## Cambodia

The official national launch of SAFE STEPS Road Safety took place on 4 April and was attended by the Minister of Interior and Deputy Prime Minister. In partnership with the National Road Safety Committee and the Coalition of Road Safety in Cambodia, the programme was launched during Cambodia's national road safety week, with its educational messages now being broadcasted across the country on CTN Television and Radio One, plus through various outreach activities. Staff and agents of Prudential Cambodia have also volunteered their time to distribute SAFE STEPS Road Safety collateral across numerous provinces. In appreciation of its efforts to promote road safety, Prudential Cambodia is the first company in the life insurance industry to receive the certificate of appreciation – the highest level of accolade – from the Cambodian government. This is also the first programme on road safety involving a partnership between the private sector and the government – a great achievement not possible without the amazing efforts of the Prudential Cambodia team.

*Above photo: Mr David Nutman, CEO of Prudential Cambodia receiving certificate of appreciation from Deputy Prime Minister Samdech Krolahom Sar Kheng, who is also Minister of Interior and Chairman of the National Road Safety Committee.*



## Vietnam

On 9 April, SAFE STEPS Road Safety was officially launched in Vietnam in partnership with the National Traffic Safety Committee of Vietnam and AIP Foundation. Mr. Jean Todt, President of Federation Internationale de l'Automobile and UN Special Envoy for Road Safety together with our Ambassador



Michelle Yeoh and 1,500 university students attended the launch. In addition to the FOX Network, SAFE STEPS Road Safety videos are now airing on VTV1 and VTV9 channels as well as on hospital televisions and billboards across the country. We will also be reaching out to over 16,800 students across 16 universities through road safety activities.

*Top photo: Ms Jolene Chen, Ms Michelle Yeoh and Mr Jean Todt joined hands with Dr Khuat Viet Hung, Vice Chair of National Traffic Safety Committee in Vietnam, and Mr Huynh Cach Mang, Vice Chair of Ho Chi Minh People's Committee, to raise awareness about road safety.*

*Middle photo: A motorcycle roadshow was held as part of the event to raise awareness about the importance of wearing helmets.*



## Myanmar

Prudence Foundation teamed with Mizzima Media Group on 4 April to host a "START WITH ME" and "SAFE STEPS Road Safety" campaign walk in the capital city of Yangon. The event was supported by more than 20 organisations, including the Yangon Region Government, Yangon Parliament, Yangon Road Safety Authority and Suu Foundation. More than 1,000 people participated in the event aimed at highlighting road traffic issues and sharing road safety tips from the SAFE STEPS Road Safety programme.

*Above photo: People from all walks of life participated in the Road Safety Walk.*



## Thailand

On 3 April, Prudence Foundation and Prudential Thailand partnered with the Office of Insurance Commission (OIC) to support its annual road accident prevention and reduction campaign during its annual Songkran festival. At an event held at the OIC's office, SAFE STEPS Road Safety was presented to the audience comprising OIC officials, including Secretary General Dr. Suthiphon Thaveechaiyagarn, member associations and the media. A SAFE STEPS Road Safety booth was set up to distribute pamphlets and helmets to students. An online helmet campaign was also launched to raise awareness during the month of April.



On 9 April, Prudential Thailand further partnered with the OIC to help distribute SAFE STEPS Road Safety information to commuters at Bangkok Central Train Station.



## Philippines

On 3 April, Prudence Foundation and Pru Life UK for the second year in a row participated in the launch of the Safe Trip Mo, Sagot Ko ("Your Safety is my promise") campaign, which coincided with Holy Week. Organised by Metro Pacific Tollways Corporation, the campaign is a collaboration among like-minded organisations seeking to highlight the importance of road safety. During the week, road safety information was distributed to motorists at major toll plazas, in addition to displaying road safety posters visible to drivers at various locations around Manila.



## Regional What's New in Cha-Ching

Cha-Ching has launched new things not only for kids, but parents and teachers too!



## Cha-Ching Curriculum

Our efforts to implement the Cha-Ching curriculum in schools across the region have started off on a positive note. On 8 March, Prudence Foundation signed a memorandum of understanding with the Department of Education in Sidoarjo, a district within the jurisdiction of Surabaya, the second largest city in Indonesia, to

implement the Cha-Ching curriculum to 467 elementary schools. Close to 1,000 teachers attended a training course for the curriculum and more than 28,000 students are expected to benefit from the programme.

Malaysia has also kicked off its teachers training in March and April, and is targeting to implement the curriculum in 100 schools this year and reach out to more than 12,000 students.



## Cha-Ching has a new song!

Episode 18 - Cha-Cha Choices - was launched on 14 April across Cartoon Network Channels in Asia. The new Cha-Ching song encapsulates the essence of Cha-Ching, which is about Choices. Besides the choices related to money, Prudence learns how different choices in her daily life can change the path her life takes. Since its launch, the song has generated more than 480,000 views on YouTube.



## Cha-Ching Challenge App

Watch out for this unique app, coming soon! Cha-Ching Challenge is a one-of-its-kind app that provides activity ideas for parents to have discussions and activities around the four key money management concepts of Earn, Spend and Donate, helping parents to instil money smart habits in their kids in a fun and interactive way.

## Cha-Ching launched in the USA

Jackson Charitable Foundation, the charitable-giving arm of Jackson, has launched Cha-Ching in the United States, reaching out to approximately 30 million students through Discovery Education, a leading provider of digital content, and in collaboration with Junior Achievement USA. To mark this significant milestone, Prudence, a member of the Cha-Ching Band, rang the closing bell at the New York Stock Exchange on 25 April.



## Regional Regional PRUVolunteers Programme – Bantayan V

From 18 to 24 March 2017, 68 staff from across the region spent one week to help complete our fifth and final leg of the Regional PRUVolunteers Programme to Bantayan Island, the Philippines. This concluded our long-term commitment to help with the rebuilding and recovery efforts after Typhoon Haiyan in 2013. Working in partnership with Habitat for Humanity and together with the local community over the past three years, a total of 350 volunteers were involved in the programme and 126 disaster-resilient houses built. The remaining community members are expected to move into the homes in the coming months.



*Top photo: Bantayan Island damaged after Typhoon Haiyan.*

*Above photo: PRUVolunteers completing the final batch of a total of 126 disaster-resilient houses.*



## My Experience as a PRUVolunteer

*By Oraya Moophayak (Gene) – Assistant Manager, Projects & Transformation, Prudential Thailand*

I joined Prudential Thailand (PLT) five years ago, and on my very first day of work, my teammate and I signed up for an upcoming community programme, organised by Prudence Foundation, in the northern province of Chiangmai to build flood resistant homes for the community. That day proved to be a turning point in my life as I realised how fortunate I was to have received a proper education, had a great job and was able to earn a good living.

Earlier this year, I learnt that Prudence Foundation was hosting its fifth and final leg of its Regional PRUVolunteers Programme to Bantayan Island, the Philippines, and concluding their rebuilding and recovery efforts there after the devastating Typhoon Haiyan in 2013. I imagined how difficult life must have been for the survivors over the last five years and I really felt for them. Without any hesitation, I registered my interest for the programme and thanks to my supervisor for her full support, I was able to join the trip.

The volunteers spent the five intense days of hard labour under the scorching sun, laying bricks, mixing cement, painting the roofs and walls, digging septic tanks, among several other manual tasks. The experience was extremely rewarding as I got to work with colleagues from other markets and even learnt to communicate with the "home partners" (recipients of the homes) in Filipino. I also got to taste different local food, desserts and drinks. There were indeed a lot of memories beyond words and on the day before we departed, when the home partners said "thank you" to the team for helping them build their homes, I myself wanted to say a huge "thank you" to them for touching my heart.

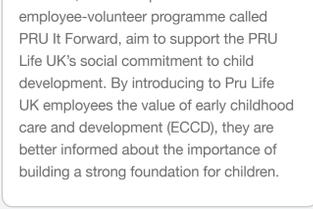
Last but not least, to anyone considering participating in any community programme, my recommendation is – DO IT! It's an experience you would not want to miss!



## Local Markets PHILIPPINES: PRU It Forward to our First Read programme

Pru Life UK, together with Save the Children Philippines, launched a new First Read programme initiative at its head office on 27 April involving a line-up of First Read employee engagement activities for 2017. Under the programme, employees can participate in office-based learning sessions, such as toy-making workshops and playgroup facilitation. A year-round donation drive will also be held across the country. The programme will culminate with a Children's Month Celebration in November where employees will join kids and their parents for day-long fun and educational event.

The First Read employee engagement activities, which are part of Pru Life UK's employee-volunteer programme called PRU It Forward, aim to support the PRU Life UK's social commitment to child development. By introducing to Pru Life UK employees the value of early childhood care and development (ECCD), they are better informed about the importance of building a strong foundation for children.



## Local Markets INDONESIA: plc Chairman visits Cha-Ching Financial Literacy Park

On 31 March, Group Chairman Paul March visited the Cha-Ching Financial Literacy Park in Jakarta, as part of his itinerary for the 2017 Prudential Board Visit to Indonesia. The winner of the most innovative project for the Chairman's Challenge 2016, the Financial Literacy Park is a community initiative by Prudential Indonesia and was developed in collaboration with local not-for-profit organisation Prestasi Junior Indonesia, a long-standing partner of Prudential. Staff volunteers, together with members from Prestasi Junior, worked with the local community to transform a poorly-maintained area into an educational park featuring a giant Cha-Ching board game and other Cha-Ching activities. Till today, staff volunteers continue to be engaged and carry out Cha-Ching activities in the park.

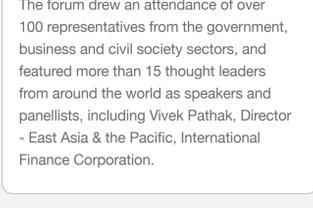


## Regional Disaster Preparedness CSR Asia Forum 2017

As part of the Foundation's advocacy efforts, in partnership with CSR Asia, the fourth Disaster Preparedness Forum was held on 28 March in Bangkok. With the theme "Build Better Now", the forum called for greater multi-sectoral and pre-disaster investment in critical infrastructure to reduce the effects of disaster induced losses, covering physical damages, economic losses and most importantly, lives lost.



The forum drew an attendance of over 100 representatives from the government, business and civil society sectors, and featured more than 15 thought leaders from around the world as speakers and panellists, including Vivek Pathak, Director - East Asia & the Pacific, International Finance Corporation.



## Local Markets MALAYSIA: PRUKasih expanding to protect more people

Prudential Malaysia is expanding its flagship PRUKasih programme to the Northern part of the country, Penang. Padang Tembak is the 15th community covered by PRUKasih, reaching 3,456 households and around 26,000 residents. The launch was held on 29 April and was attended by local residents. A Cha-Ching carnival was also held in conjunction with the launch for underprivileged children. With the expansion, PRUKasih now provides access to protection for over 28,000 families across Malaysia.



## Local Markets VIETNAM: New kids' talk show featuring Cha-Ching

Prudential Vietnam has signed a partnership agreement with VTV 7 – a national free-to-air education channel – to produce 12 Episodes of "Piggy Bank", a talk show on money management for children, with Cha-Ching as a core component. Plans are underway to launch the programme in early June, after which it will air throughout the year.



## Local Markets CAMBODIA: Safe Schools successful commencement

Prudential Cambodia and Prudence Foundation launched the Safe Schools Programme last year in Stung Treng province in partnership with Plan International. Since its launch, the programme has been successfully implemented in 15 high-risk schools in Stung Treng. As part of the programme, School Disaster Management Committees have been established in the participating schools. Hazard, vulnerability and capacity assessments have also been conducted and a disaster management plan will be developed for each school to help mitigate risks from natural and man-made disasters and increase the safety of students, teachers and local communities.

To further provide support to the local schools and programme implementers, a team comprising Prudential Cambodia staff and financial consultant volunteers, representatives from Plan International, and ACLEDA Bank executives, visited Pong Teuk Primary School in Pong Teuk village, O Rei commune, Thalaburiwat district on 16 March. The group, along with local community members, conducted community activities such as building a new fence, putting up new signs, as well as fixing potholes around the school campus and broken sections of the road leading to Pong Teuk primary school.



## Local Markets CAMBODIA: Safe Schools successful commencement

*Above photo: Student demonstrating disaster preparedness learnings to fellow students in the community.*