

ANNEX 1

2018 PRU Fintegrate Programme - selected partners

Ailleron – Customer Engagement solution

Ailleron leverages communication and collaboration technology to improve sales and service experiences. Its solution, LiveBank, is designed to help deepen customer engagement by enabling regular and meaningful exchanges between Prudential Financial Consultants and their customers. The solution will allow Financial Consultants to conduct virtual presentations, share documents and onboard customers through its electronic Know-Your-Customer (e-KYC) process.

Knowtions Research – Analytics solution

Knowtions Research is an applied artificial intelligence company that aims to make health data useful. The company's AI platform uses deep learning to surface patterns on how people consume medical services, which enables insurers to better understand customer health and healthcare preferences. Prudential can potentially use the AI-generated information to develop tailored preventative healthcare programmes for its customers.

DataRobot – Automated Machine Learning Platform

DataRobot is the category creator and leading provider of automated machine learning and augmented data science. It uses analytics to provide customer insights that can be used to shape solutions and to improve the customer buying experience. With DataRobot, Prudential's Financial Consultants can get a better understanding of its customers' evolving needs over different life stages, and propose the right solutions to help them meet their financial goals. DataRobot is one of the accredited companies under the IMDA's Accreditation@SGD programme.

ANNEX 2

2019 PRU Fintegrate Partnership Selection Criteria

The PRU Fintegrate Partnership is open to FinTechs, Insurtechs, Healthtechs and Medtechs with a proven track record in creating solutions that can be applied at scale and speed. Other participation criteria include a valid product set, an existing customer base, and secured funding.

Participating scale-ups will be assessed on their ability to put forward a sound and unique value proposition that meets business and customer needs and technical and commercial considerations, and has market opportunity.

Milestones and Important Dates:

- Close of applications: 1 April 2019
 - Shortlist of scale-ups and start of collaboration period: May – June 2019
 - Demo Day: July 2019
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Notes to the Editor:

For more information about the PRU Fintegrate Partnership programme, please visit, the

- [PRU Fintegrate Partnership 2019 microsite](#)
- [Prudential Singapore website](#)

About Prudential Assurance Company Singapore (Pte) Ltd (Prudential Singapore)

Prudential Assurance Company Singapore (Pte) Ltd is one of the top life insurance companies in Singapore, serving the financial and protection needs of the country's citizens for 87 years. The company has an AA- Financial Strength Rating from leading credit rating agency Standard & Poor's, with S\$36.3 billion funds under management as at 31 December 2017. It delivers a suite of well-rounded product offerings in Protection, Savings and Investment through multiple distribution channels including a network of 5,000 financial consultants.

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