

## Why trust Pru Life UK?

### A legacy of financial strength

Since 1848, generations of families have entrusted their future to the Prudential Group – from the industrial workers of Victorian Britain, families of victims of the sinking of the Titanic, victims and veterans of World War II, to the Filipino urban professionals working to secure their loved ones.

### A tradition of innovation

Pru Life UK is the country's pioneer in investment-linked life insurance and one of the top providers of unit-linked life policies. We are dynamic, fast-growing, and innovative – bringing you the benefits of health protection and financial security in an ever-expanding line of life insurance products.

## Eastspring Investments named 2017 Asia Fund House of the Year

Eastspring Investments (Singapore) Limited, Pru Life UK's fund manager, is a unit of Eastspring Investments which was named the largest retail asset manager in Asia (excluding Japan, Australia, New Zealand) for the third straight year in the Annual Asia Asset Management Fund Manager Survey 2014, as well as the Best Asset Management House in Asia Asset Management's Best of the Best Awards in 2014. It was also hailed as the Asia Fund House of the Year in the 2015 and 2017 AsianInvestor Asset Management Awards. Eastspring Investments has USD 118 billion in assets under management as of 31 December 2016.



## Eastspring Investments (Singapore) Limited

Eastspring Investments (Singapore) Limited ("Eastspring Singapore"), a subsidiary of Prudential plc ("Prudential") of the United Kingdom manages majority of Pru Life UK's PRULink investment funds. Eastspring Singapore is one of the largest fund management companies in Singapore with approximately SGD 136.91 in funds under management (as of 31 December 2016). It is part of Eastspring Investments, Prudential's asset management business in Asia.

Eastspring Singapore has been managing Pru Life UK's underlying funds for its investment-linked product portfolio since the Company pioneered the PRULink product line in 2002 with the peso and dollar bond funds and managed funds.

## PRU LIFE U.K.

Established in 1996, Pru Life UK is a subsidiary of Prudential plc. Pru Life UK is a life insurance company and is not engaged in the business of selling pre-need plans. Prudential plc is a United Kingdom-registered company. Its regional headquarters, Prudential Corporation Asia, is based in Hong Kong. Pru Life UK and Prudential plc are not affiliated with Prudential Financial, Inc. (a US-registered company), Philippine Prudential Life Insurance Company, Prudential Life Plans, Inc. or Prudential Guarantee and Assurance, Inc. (all Philippine-registered companies).

This material exclusively belongs to Pru Life UK. Its content shall not be altered, changed, revised, or modified in any way or manner without the express consent of Pru Life UK. Its agents, distributors and employees are not permitted to use, demonstrate and quote any part of this material on their personal websites or on social networking websites such as Facebook or blogs.

For more information: [www.prulifeuk.com.ph](http://www.prulifeuk.com.ph)

 Pru Life UK - Official  
 @PruLifeUK

9/F Uptown Place Tower 1, 1 East 11th Drive, Uptown Bonifacio, 1634 Taguig City, Philippines  
Office trunklines: (632) 683 9000, (632) 884 8484  
Customer helpdesk: (632) 887 LIFE within Metro Manila, 1 800 10 PRULINK for domestic toll-free  
Email: [contact.us@prulifeuk.com.ph](mailto:contact.us@prulifeuk.com.ph)  
Website: [www.prulifeuk.com.ph](http://www.prulifeuk.com.ph)

## PRULink elite protector series

The elite choice within reach



PRU LIFE U.K. 

# PRUlink elite protector series

The PRUlink elite protector series<sup>1</sup> is a unit-linked product line designed with customer advantage in mind. This limited-pay product combines life insurance protection and greater potential for wealth accumulation through fund investment. It is available in both peso and dollar denominations in the most flexible terms.

## Why go ELITE?

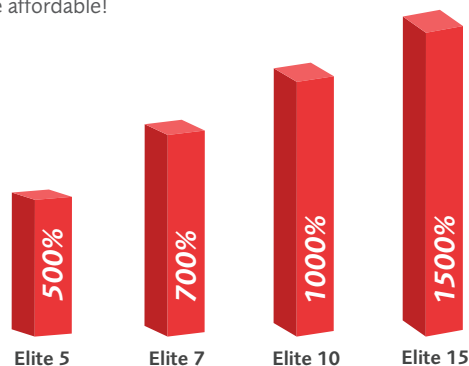
Because it puts a greater portion of your premium into your chosen fund, ELITE can help you meet your medium- to long-term financial goals faster while receiving maximum protection.

ELITE also allows you to specify a protection amount from a range of coverage. It's flexible protection at your advantage!



## Get maximum protection

Your coverage is calculated according to your annual premium, offering you ELITE protection regardless of your preferred payment term option. A longer payment term makes larger coverage more affordable!



Percentage of coverage based on annual premium of the base plan

## Payment and investment terms made even more flexible

Depending on your budget, you may choose how long you have to pay – 5, 7, 10, or 15 years. The shorter the paying period, the higher the allocation to your funds, the greater the potential for you to grow your money!

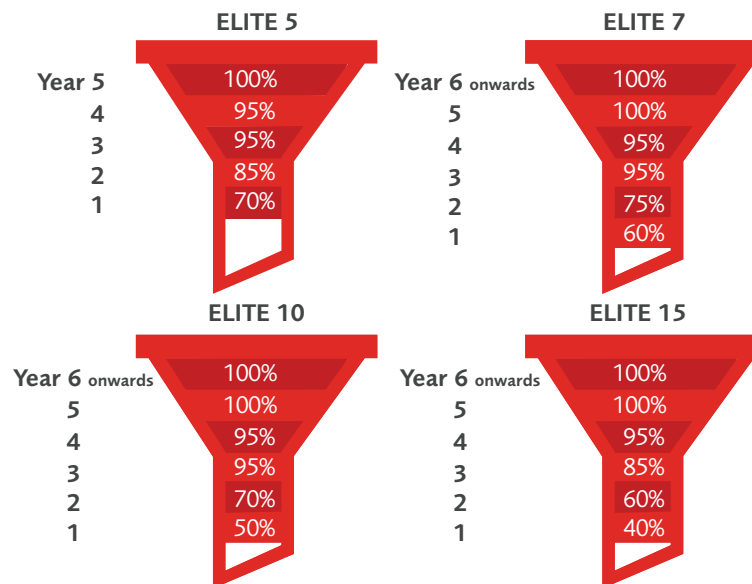


You can also maximize your plan by making top-ups regularly or anytime you want.<sup>2</sup>

Premium allocation to funds for top-ups is **97%**.

## High allocation for wealth accumulation

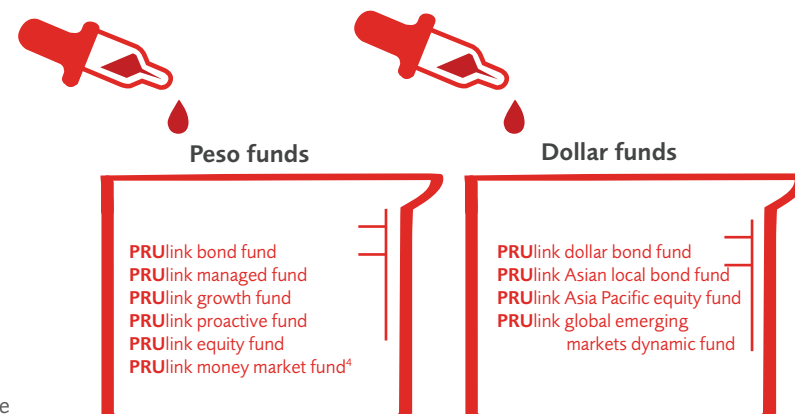
There's more opportunity for wealth accumulation with ELITE because of the high fund allocation that increases each year.



Percentage of fund allocation per year

## Grow your money

Effectively manage your investments by choosing the type of fund you will invest in. We are proud to offer a superior selection of well-performing funds, backed by Eastspring Investments (Limited) Singapore.<sup>3</sup>



## Enhance your ELITE plan

Supplement your protection coverage by availing any of the following optional riders:



Protection against accident, death, and disability



Protection against critical illness



Protection against hospital expenses

<sup>1</sup>This product line is available for ages 0 - 70.

<sup>2</sup>This is subject to Pru Life UK's rules and regulations.

<sup>3</sup>Eastspring Investments is Pru Life UK's asset manager. For more information on the funds, please visit our website or inquire with your Pru Life UK insurance agent.

<sup>4</sup>For fund switching only.



Talk to the Man from the Pru today.

Call your Pru Life UK agent and let us help you make smart financial decisions for your future.