

2024 Pru Life UK Press Conferences and Press Releases

Press Conferences	Press Release/ Coverage	Month
		January
CNY Event in Binondo	<ul style="list-style-type: none"> Chinese New Year celebration Agency Story - DM Migs Reyes with Philippine Daily Inquirer 	February
	<ul style="list-style-type: none"> Pru Life UK's newest product guarantees 4% annual cash payout for 7 years with Business Mirror, Business World and Tatler Pru Life UK solidifies its leadership position as 2023's top life insurer in the Philippines Agency Story - DM Terry Robles with Philippine Star, BM Butz Peteza with Esquire Magazine 	March
	<ul style="list-style-type: none"> PRUBabies receives back-to-back international awards Pru Life UK clinches five Asia-Pacific Stevie® Awards Pru Life UK secures spot in Prosple Philippines' top 100 employers for fresh graduates New Pru Life UK CEO pays courtesy visit to Insurance Commissioner Agency Story - DM Shasha Commandante with Chinkee Tan podcast, BM Mia Ragasa with RJ Ledesma Podcast Pru Life UK Rewards Policyholders with Dream HK Trip Prudence Ball with Tatler and Lifestyle Asia 	April
PRUHouse Makati launch	<ul style="list-style-type: none"> Shaping minds and building futures: Pru Life UK pilots financial literacy program for Muntinlupa community Pru Life UK champions sustainable community empowerment with Community Investment initiatives Agency Story - BM Mark Nino Ong with Chinkee Tan Vlog/Podcast, BM Ron Sales with Good News Pilipinas Pru Life UK unveils a new dynamic space for its agile agency workforce with PRUHouse Makati 	May

	<ul style="list-style-type: none"> • Pru Life UK wins 2024 Gold Quill Award for local initiatives commemorating Prudential's 175-year legacy • Pru Life UK employees continue to take part in life-saving initiative • Start your business journey with Pru Life UK 	
Cha-Ching's 1M milestone	<ul style="list-style-type: none"> • Agency Story - Ramos Family (BM Roland, AM Janet, Agent Jilian) with Mindanao Times • Cha-Ching's One Million in Philippines: Building Resilient Communities through Financial Education • Pru Life UK covers 1.75 million Filipinos, reaffirms customer-centric business strategy • Pru Life UK launches latest product, PRULifetime Income with Smart Parenting, Modern Parenting, Philippine Star, and Business Manual • Pru Life UK celebrates diversity: Highlights from Pride Month 2024 	June
	<ul style="list-style-type: none"> • Putting customers first: Pru Life UK unveils 'Our Reason is You' campaign • Pru Life UK named International Life Insurer of the Year - Philippines for four consecutive years • Pru Life UK champions sustainability, keeps employees informed on ESG updates 	July
	<ul style="list-style-type: none"> • Agency Story - BM Kendall Revilla-Plando with The Freeman, BM Bing Buan with People Asia • Pru Life UK tops Philippine Life Insurance with highest Q2 NBAPE 	August
PRULink Global Tech Navigator Fund launch	<ul style="list-style-type: none"> • PRU Life UK Launches PRULink Global Tech Navigator Fund • Pru Life UK wins Four Golden Arrow award for corporate governance excellence • Pru Life UK commissions study on financial health of Muslim Filipinos 	September
	<ul style="list-style-type: none"> • Agency Story - BM Kaye Yap & UM Kly Yap with Salve Duplito Vlog Podcast, BM Jhovv Tungcul-Torres with Manila Bulletin • Pru Life UK opens new general agency offices, expands nationwide presence to serve more Filipinos 	October

	<ul style="list-style-type: none"> • Breast Cancer Awareness Month brings focus to the importance of early detection • Pru Life UK pilots Adopt-a-Madrasah program in Davao as part of its sustainability initiatives • Pru Life UK rolls out a limited offer investment-linked insurance, payable over just 2 years • Pru Life UK named Circle of Excellence Awardee at the 15th Asia CEO Awards • Pru Life UK wins multiple awards for impactful sustainability initiatives 	
<p>Pru Life UK gets Philippines' first Takaful license</p> <p>Pru Life UK embarks on Takaful education roadshow</p>	<ul style="list-style-type: none"> • Pru Life UK unveils PRUHouse Head Office in BGC • Pru Life UK maintains leadership in the Philippine life insurance industry, achieving highest NBAPE in Q3 2024 • Pru Life UK continues expansion with new general agency offices • Pru Life UK supports international and local disaster recovery initiatives • Pru Life UK gets Philippines' first Takaful license • 	November
	<ul style="list-style-type: none"> • Agency Story - BM Mikko James Rodriguez with Philippine Daily Inquirer, BM Heintje Manaloto with Business Mirror • Pru Life UK embarks on Takaful education roadshow, starts with Davao and Cagayan de Oro • Pru Life UK brings clean water and long-term community resilience to Bantayanons • Pru Life UK champions climate resilience with sustainability partnerships 	December