

**From:** Ma Donna A. Mendoza  
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**Cc:**  
**Subject:** Apr 13-14 BOD Planning Reminders  
**Date:** Wednesday, April 12, 2023 9:01:15 PM  
**Attachments:** NEDA - Macro and PDP Pack.pdf  
Apr 13-14 2023 - Exco-BOD Strat Planning (Reading Pack).pptx  
image002.png

Dear leaders,

Pleased to share a copy of the reading pack to be presented during the 1.5-day workshop. Our agenda:

**Target Outcome:** By the end of the 1.5-day session, the 1PLUK NonExecutive and Executive Leadership Team will have an aligned understanding and commitment to be customer-obsessed to:

- drive financial awareness, literacy, and inclusion in the PH
- prioritize profitability
- reclaim the market leadership position

**Target Output:** a. Combined list of recommended strategic priorities to be explored by 1PLUK Committee that will help drive the target outcome

|            |   |
|------------|---|
| <b>I</b>   | <b>Anchoring on Pru's Purpose, Mission, Values, and how these demonstrate how customer-obsessed we are as an organization</b>   |
| <b>II</b>  | <b>Recap of Customer-obsessed initiatives in 2022 by Allan</b>  |
| <b>III</b> | <b>Sharing of 2023 Financial and Strat KPIs and the identified initiatives / priorities to drive achievement</b>  |
| <b>IV</b>  | <b>Part A: External View</b><br>1 Financial Markets Situationer<br>2 PH Macroeconomic Situationer and the Philippine Development Plan<br>3 Competitive Landscape<br>4 Presentation of PLUK Business Initiatives (ESG for Business)  |
| <b>V</b>   | <b>Part B: Internal View</b><br>1 Key Opportunities Situationer<br>1.1 Channel Concentration<br>1.2 Customer-Product-Channel Matrix Opportunities<br>1.3 PLUK Manual Processes vis a vis Digitalization Roadmap<br>2 Presentation of PLUK Business Initiatives on Inorganic Growth to Address Channel Concentration Risks<br>3 Presentation of Digital Delivery Model and Digital Strategy<br>4 Workshop - Insights Ideation and Presentation |
| <b>VI</b>  | <b>Day 2</b><br>1 People-focused Culture<br>2 Traditional Product Options Prototypes to get feedback from BOD<br>3 Workshop - Insights Ideation and Presentation<br>4 Next Steps  |

Some key reminders:

- Venue at Narra A Shangri-la at The Fort
- Breakfast to be served at 8:30AM at Narra A
- Business casual attire
- Day 1 is expected to end around 5:30PM, and dinner will be served at 6:00PM in Bonifacio hall
- Shuttle from Uptown Tower 1 to Shangri-La leaves at 7:30AM & 8:00AM. Please contact the assigned driver [REDACTED]

Details:

[REDACTED]

Regards,

**Donna Arevalo-Mendoza**  
Legal and Government Relations  
**Pru Life UK**

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