



PRESS RELEASE

Prudential Myanmar and Pun Hlaing Hospitals Collaborate to Put Quality Healthcare at the Fingertips of People

Accessible and affordable healthcare will be delivered in Myanmar through advanced, AI-based digital solutions

Yangon, Myanmar, 11 September 2020 - Prudential Myanmar Life Insurance Limited (Prudential Myanmar), a wholly-owned business unit of Prudential Corporation Asia, and Pun Hlaing Hospitals (PHH), the only Joint Commission International (JCI)-accredited hospital group in Myanmar, have signed an exclusive agreement to establish a strategic partnership in the healthcare and insurance sector that will span multiple areas, including life and health insurance distribution, technology collaboration, 24/7 online access to certified doctors, and targeted community-based activities.

The partnership will focus on the development and delivery of digital solutions to provide affordable and accessible healthcare to people across all socioeconomic segments in Myanmar. Leveraging the artificial intelligence (AI)-powered mobile app Pulse by Prudential, the exclusive collaboration will also see both companies join forces to make customised, health-related services accessible to anyone, anywhere, anytime at a click.

Pulse is an all-in-one digital app that enables users to proactively and holistically manage their health and wellbeing. Using AI-powered self-help tools and real-time information, Pulse serves as a 24/7 health and wellness partner to users, helping them prevent, postpone, and protect against the onset of diseases. Since the regional launch of Pulse in Malaysia in August 2019, Pulse has been downloaded more than 8 million times in 11 markets across Asia. As part of the partnership roadmap, Pulse and PHH's systems will be integrated to provide users with a range of value-add services, such as scheduling a medical appointment, online consultation with doctors and more.

To mark this significant partnership, a unique community-based corporate social responsibility programme will be rolled out to provide free telehealth consultation services to people in need through Pulse. In addition, to celebrate World Heart Day on 29 September, Prudential Myanmar and PHH will jointly organise a virtual wellness event that can be accessed via various digital platforms, including Pulse. The event will include educational webinars on several health and lifestyle topics, as well as live fitness trainings.

Mr. Asit Rath, CEO of Prudential Myanmar, said, "Prudential Myanmar and PHH share a common vision to make high-quality healthcare more inclusive and affordable for everyone across Myanmar. With an emphasis on preventive and holistic healthcare management as part of our 'We DO Health' commitment, we are looking forward to integrating our leading AI-powered technology with PHH's extensive hospital network and medical expertise to revolutionise the delivery of healthcare services in this country."



Pun Hlaing Hospitals was established in 2005 and currently operates three hospitals and four clinics in Yangon, Mandalay and Taunggyi. The flagship hospital PHH Hlaing Tharyar is the only JCI-accredited hospital in Myanmar and it is committed to adopting a best-in-class, patient-centric model through a holistic healing approach that goes beyond physical health. The backbone of this unique model is that over 80% of the doctors and specialists are full-time, exclusive employees of PHH.

Dr. Gershu Paul, CEO of PHH, said, "PHH has a clear roadmap to invest in digitalisation, automation and behavioural transformation in the healthcare sector as it builds its national network. PHH's primary goal is to extend and integrate the traditional brick and mortar model in a comprehensive virtual digital model. In line with this purpose, at PHH we are proud to partner with Prudential, a leading life insurer globally. By bringing together the expertise and technology platforms of Prudential and PHH, users will be able to check their symptoms, better understand their disease risks and have access to timely and relevant health information and treatment on demand. This will enable us to facilitate better, faster and more accessible healthcare in communities across the country."

- END -

For media queries, please contact:

Chilli Agency (for Prudential Myanmar Life Insurance)

Ms. May Mya Thu

Mobile: +959 97326 7579

Email: maymyathu@chilli.agency

Ms. Hsu Myat Thet

Mobile: +959 97452 4690

Email: hsumyatthet@chilli.agency

Pun Hlaing Hospitals in Myanmar

Ms. Khin Hnin Phyu Phyu Phway

Mobile: +959 40154 0103

Email: khinhninppp@phsh.com.mm

About Prudential Myanmar Life Insurance

Prudential Myanmar Life Insurance (Prudential Myanmar) is a wholly owned life insurance operation in Myanmar under Prudential Corporation Asia. In November 2019, Prudential was granted a life insurance licence from the Ministry of Planning and Finance (MoPF) of Myanmar to offer life insurance products and solutions to the people of Myanmar to meet their growing long-term protection and savings needs.

Prudential Myanmar is focused on supporting national efforts to raise life insurance penetration and financial inclusion in the country. With its technology-enabled approach, Prudential Myanmar is committed to reach as many people as possible, and to ensure they enjoy an easy, simple and convenient experience.



For more information, please visit Prudential Myanmar's corporate website:

www.prudential.com.mm or Facebook page:

www.facebook.com/PrudentialMyanmarLifeInsurance

About Prudential Corporation Asia

Prudential Corporation Asia (Prudential) is a business unit of Prudential plc*, comprising its life insurance operations in Asia and Africa, as well as its asset management business, Eastspring Investments. Headquartered in Hong Kong, Prudential helps people get the most out of life through savings, protection and investment solutions that meet their diverse and evolving needs.

Prudential is a leading life insurer with operations spanning 13 markets in Asia, covering Cambodia, China, Hong Kong, India, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Taiwan, Thailand and Vietnam. In Africa, Prudential has a presence in eight markets, covering Cameroon, Cote d'Ivoire, Ghana, Kenya, Nigeria, Togo, and Uganda. With a robust multi-channel distribution platform, Prudential delivers comprehensive and innovative solutions to more than 16 million customers across the two continents.

Eastspring Investments manages investments in Asia on behalf of a wide range of retail and institutional investors. It is a leading Asia-based asset manager with on-the-ground presence in 11 major Asian markets as well as distribution offices in North America and Europe. It has US\$220 billion in assets under management (as at 30 June 2020), managing funds across a range of asset classes including equities and fixed income.

In line with the company's mission to make healthcare affordable and accessible for all, 'Pulse by Prudential' (Pulse) was first introduced in Malaysia in August 2019. Today, Pulse is available in 11 markets across Asia, and soon Africa. The app uses AI-powered self-help tools and real-time information to serve as a 24/7 health and wellness partner to users, helping them prevent, postpone, and protect against the onset of diseases. As at August 2020, the app has been downloaded more than 8 million times in Asia. For more information, visit www.wedopulse.com.

*Prudential plc is listed on the stock exchanges of London (PRU.L), Hong Kong (2378.HK), Singapore (K6S.SG) and New York (PUK.N). It is not affiliated in any manner with Prudential Financial, Inc. a company whose principal place of business is in the United States nor with The Prudential Assurance Company, a subsidiary of M&G plc, a company incorporated in the United Kingdom.

About Pulse by Prudential

Pulse by Prudential is an all-in-one digital health app and the first-of-its-kind in the region to offer holistic health management to consumers. Using AI-powered self-help tools and real-time information, the app serves as a 24/7 health and wellness partner to users, helping them prevent, postpone, and protect against the onset of diseases and much more value-added advanced features are available soon. Pulse is part of Prudential's region-wide strategy to provide affordable and accessible healthcare to everyone across Asia by leveraging digital technologies and best-in-class partnerships.



Following the regional launch of Pulse in Malaysia in August 2019, Pulse is now available in a total of 11 markets and includes a growing suite of value-add services, such as a symptom checker and health assessment, personal wellness services, and video consultations with certified doctors and specialists.

Since its launch, Pulse has been downloaded more than 8 million times* in Asia to date. Pulse is currently available on the Apple/Google Play stores in Cambodia, Hong Kong, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Taiwan, Thailand, Vietnam.

For more information, and to download Pulse, log onto www.wedopulse.com.

*as at 11 August 2020

About Pun Hlaing Hospitals in Myanmar (www.punhlainghospitals.com.mm)

Yoma OUE Healthcare is a new name for the conglomerate Yoma Group's healthcare services. Services include virtual and physical healthcare by Pun Hlaing Hospitals and medical partners. The hospital group is today managed by FMI (Yoma Group), Myanmar and OUE Lippo Healthcare, Singapore. www.yomaouehealthcare.com or www.punhlainghospitals.com

The first Pun Hlaing Hospital was established in 2005 and a joint venture between First Myanmar Investment Public Company Limited (FMI) which is listed on YSX and OUE Lippo Healthcare Limited ("OUELH"), a company listed on the Catalist board of SGX-ST. In July 2017, PHH obtained the Joint Commission International Accreditation ("JCIA"), the gold-standard accreditation in hospital certifications worldwide from the Joint Commission International. PHH provides international-quality and sustainable healthcare solutions through the acquisition, development, management and the operations of healthcare facilities across Myanmar. PHH's unique service delivery model is anchored and guided by its mission "Build a Better Myanmar for its People".

About FMI

FMI is one of the earliest public companies in Myanmar. Established in 1992, it became an instant success with local investors hungry for professional investment management and sound diversity. On March 25, 2016 FMI became the first company to be listed on the Yangon Stock Exchange.

FMI's strength lies not only in its strategic diversification, but also in its professional management, stringent corporate governance and transparency. FMI's Board strictly adheres to corporate rules and acts independently to ensure proper conduct.

FMI's current focus is on investing in the Financial Services, Real Estate, Healthcare and Tourism sectors, while remaining open to strategic opportunities in other growth industries. With an unbroken track record of profitability and dividend payments since inception, FMI is one of Myanmar's most successful companies.

About OUE Lippo Healthcare Limited (Singapore)

OUE Lippo Healthcare Limited ("OUELH") Singapore is a subsidiary company of OUE Limited. OUELH provides high quality and sustainable healthcare solutions through the acquisition, development, management, and operations of healthcare facilities. OUELH currently owns,



operates and/or manages healthcare and related facilities in Japan and China, and continually seeks to expand its portfolio across Pan-Asia.