



## **Our Corporate Responsibility Policy**

Prudential defines corporate responsibility as action taken by the Group which positively impacts on our customers, our shareholders, our people, our suppliers and the communities around our businesses, and which includes and goes beyond our legal or regulatory obligations. Examples of our commitment to corporate responsibility include:

- investing for the long-term to bring out the best in our people
- acting as a responsible shareholder
- investing in our communities
- engaging with customers
- managing our environmental impacts
- maintaining effective health and safety management systems.

Each business is committed to corporate responsibility in order to enhance the value of their business and that of the Group as a whole. The nature of each business as well as local cultures and needs determine which issues are most relevant in our markets in addition to minimum standards set by the Group. An executive director is responsible for advising the main board on corporate responsibility matters, informed by Prudential plc's Corporate Responsibility Policy Group.

We are committed to reporting on our corporate responsibility policies and actions annually, which will enable others to judge our performance. In shaping our particular approach to corporate responsibility, we engage with business and non-business interest groups to ensure that we fully understand their expectations of us and to ensure that our policies and programmes address relevant issues.

Prudential aims to set, maintain and promote high standards of corporate responsibility. As an international provider of financial services, we believe that a positive record as a conscientious employer, acting responsibly and with integrity, will enhance our reputation. As such, we believe it can contribute to our long-term financial success and to our primary objective of achieving shareholder value.