

PAULNEWS

PAUL CLIENT NEWSLETTER

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Message from the C.E.O



Tetteh Ayitevie

Chief Executive Officer, Prudential Assurance

Uganda Limited.

Dear Valued Client,

As we step into a new quarter, it's crucial to reflect on our journey, celebrate our milestones, and look ahead with renewed vigor and purpose. Last year, our collective spirit was encapsulated in the vibrant rhythms of "TUSIMBUDDE," a song that not only moved our feet but also our hearts towards achieving our goals. This song, while a celebration of life's joys, mirrored our ambition and resilience as we navigated the year's challenges together.

2023 was a remarkable year for us, thanks to your trust and partnership. We achieved an impressive Annual Premium Equivalent (APE) of 126 billion Uganda shillings and welcomed new members to our Prudential family. These milestones are not just numbers; they represent lives touched, futures secured, and promises kept. As we forge ahead, our commitment to you remains unwavering. We are here to support you, listen to you, and prioritize your needs because you are at the heart of everything we do.



Agency and Bancassurance Kick-off Event

Traditionally at Prudential Uganda, we kick off the festive season and the holiday spirit with events designed to ignite our team's enthusiasm. This year, in 2024, we began the ignition process at the grand Nile Hall in Hotel Africana, welcoming over 200 agents eager to embark on a journey of reflection, setting objectives for the new year, and strategizing on how to achieve them.

Coming off a stellar 2023, where PAUL contributed the second biggest APE for Prudential in Africa, our target for 2024 is set ambitiously at a colossal 71 billion Uganda shillings. Led by our Chief Agency Officer, Edgar Asiimwe, the event unveiled new initiatives such as the Executive Financial Advisor program, aimed at empowering agents, accelerating their MDRT

qualifications, and boosting agency productivity.

CEO Tetteh Ayitevie commended the team on their outstanding achievements in 2023 but urged them to surpass these accomplishments, aligning with Prudential's ambitious targets for 2024. Additionally, agents who qualified for the esteemed Million Dollar Round Table (MDRT) were duly recognized, foreshadowing the forthcoming grand celebrations at the exclusive Prudential Awards and Leaders Promotions Gala Night on 15th February.

Simultaneously, the Commercial Team convened the Bancassurance kick-off event on 5th January 2024 at Hotel Africana. Adorned in white t-shirts emblazoned with

the Prudential logo alongside those of our partner banks, the Bancassurance team gathered to celebrate their successes in 2023 and initiate their sprint towards the 2024 objectives. Groups brainstormed strategies to enhance persistency, increase case sizes, and distinguish themselves in banking halls.

CEO Tetteh Ayitevie, addressing the Financial Services Consultants (FSCs), echoed the call to exceed the accomplishments of 2023 in alignment with Prudential's 2024 business targets.

Chief Commercial Officer Felicia Quarshie emphasized the importance of effective client engagement, relationship-building, and leveraging these relationships to drive policy sales.



Celebrating Innovation and Excellence



We are thrilled to share that Prudential Uganda has been honored with the People’s Choice Award at the Annual Insurance Innovation Awards 2023 for the second consecutive year. This accolade is a testament to your faith in us, and we dedicate this achievement to you, our valued clients. Your belief and trust motivate us to innovate and strive for excellence in everything we do.

A Commitment to Our Promise

At Prudential Uganda, we stand by our promise to be there for you, “Tuli naawe.” This year alone, we have paid out Ugx 5,143,338,337 in life insurance claims, affirming our commitment to supporting our clients through life’s uncertainties. Your peace of mind is our priority, and we are dedicated to ensuring that we face life’s challenges together.

As we continue our journey, let us embrace the spirit of “TUSIMBUDDE” — moving forward with resilience, innovation, and a deep-seated commitment to our community. Together, we are stronger, and together, we will achieve even greater heights.

Introducing Realpay: Simplifying Premium Payments

RealPay, our innovative payment solution, revolutionizes how you manage your premiums. Sandra Watsemwa, our Manager of Premium Administration and Credit Control, highlights its benefits:

“Realpay offers flexibility and convenience, allowing clients to make payments from any Visa or Mastercard, on a one-off or recurring basis. Its capability to attempt multiple collections ensures that our clients can easily keep their policies active, in any currency, at any time.”

Real Pay Comes With Multiple Benefits:

-  **Real time set up**
-  **Auto deduct enable**
-  **Zero Charges:** Successful or Failed
-  **No manual interventions;**
No signatures, No IDs, No bank Details
-  **Inclusive of all Banks;**
With Visa and Mastercard





Premium payments just got a high-tech makeover!

Pay with your Visa or Mastercard and say goodbye to old-premium payments hassles.

1. Click link <https://workspace.prudential.ug/real-pay/>.
2. Fill in the required fields.
3. Client should fill in their policy number.
4. Only one policy number per set up.
5. Allows for auto deduction of all frequencies.
6. You will be redirected to your bank to fill in card details **NB: Do not share your bank details with anyone**
7. The 300 is a refundable set up fee that shall be deducted off your account and returned.
8. Your bank shall send you an OTP to complete the set up.
9. Its easy, fast and reliable.

Nurturing the Next Generation of Actuaries

The PASS Legacy: The Prudential Actuarial Support Scheme (PASS) is lighting the way for aspiring actuaries at Makerere University. Last year, the scheme proudly supported talents like Gloria Agnes Akumu and Cyrus Mukibi, among others, propelling them towards their actuarial dreams. This initiative underscores our dedication to nurturing the intellectual wealth of Uganda, ensuring a brighter future for the actuarial profession.



Championing Road Safety: The Safe Steps Campaign

Our commitment to road safety has reached new heights with the Safe Steps campaign. In partnership with the Uganda Red Cross Society, The Didier Drogba foundation and Bukedde TV, we've conducted 12 training sessions, empowering 1,235 boda boda riders in Entebbe, Wakiso, Nansana, Nabweru, and Kampala with essential first aid and road safety skills. This initiative is a crucial step towards ensuring the safety of all road users, reflecting our dedication to creating safer communities across Uganda.



A New Chapter in Leadership: CEO Roadshow Highlights



Recently, we had the honor of hosting Emmanuel Mokobi, C.E.O of Prudential Africa, alongside Maria Shipiri, Chief Human Resources, and Achumile Majija, Regional Chief Officer of Commercial Execution, Operations and Strategy for Prudential Africa from the Africa Regional Hub (ARH). Their visit marked a significant moment in our CEO Roadshow, sparking a series of strategic discussions that promise to shape our ambitious vision for the future.

The visit commenced with a dynamic strategy session that brought together Prudential Uganda's senior leadership team. This collaboration set the stage for a vibrant exchange of ideas and visions for the future. Following this, a special town hall meeting was convened where staff were presented with the ambitious business goals for 2024.

This interactive session not only illuminated the strategic direction of Prudential Uganda but also offered a platform for open dialogue, where our team members could voice their queries and insights about the company's trajectory.

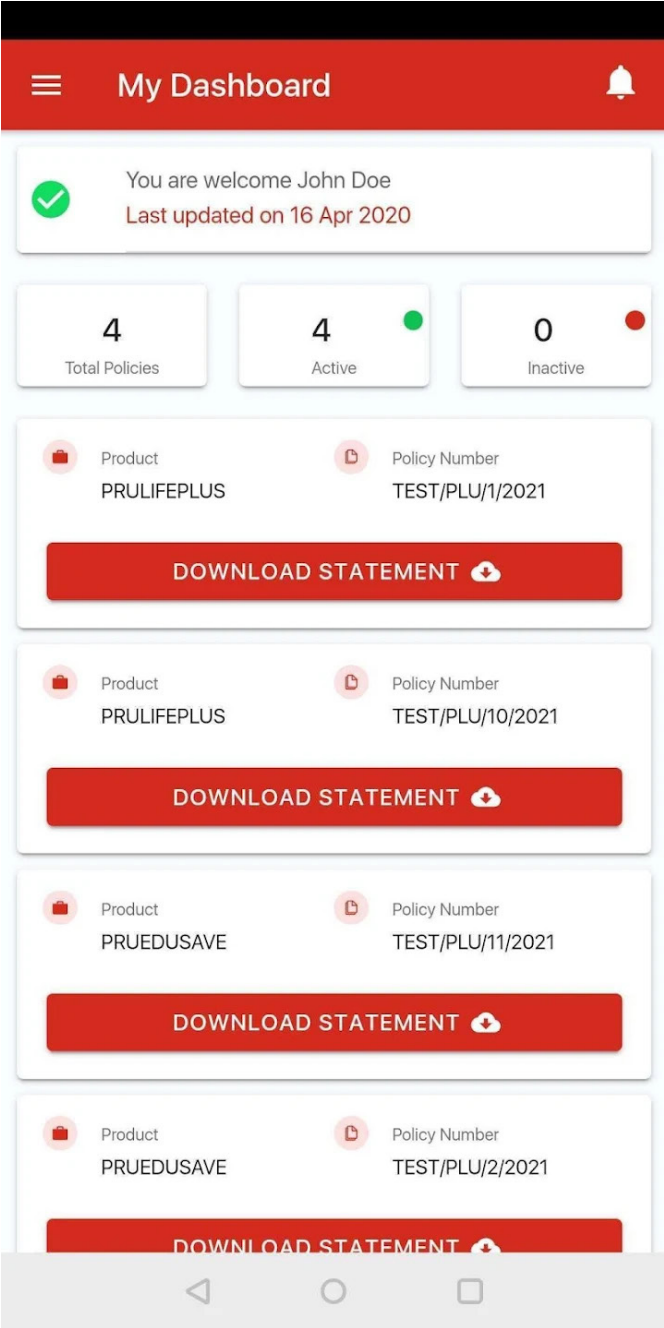
Such engagements are invaluable as they foster a sense of unity and shared purpose, aligning everyone towards achieving excellence in our service to clients and contributing to our community's prosperity. We are inspired and energized, ready to embrace the challenges and opportunities that lie ahead with renewed commitment and enthusiasm.



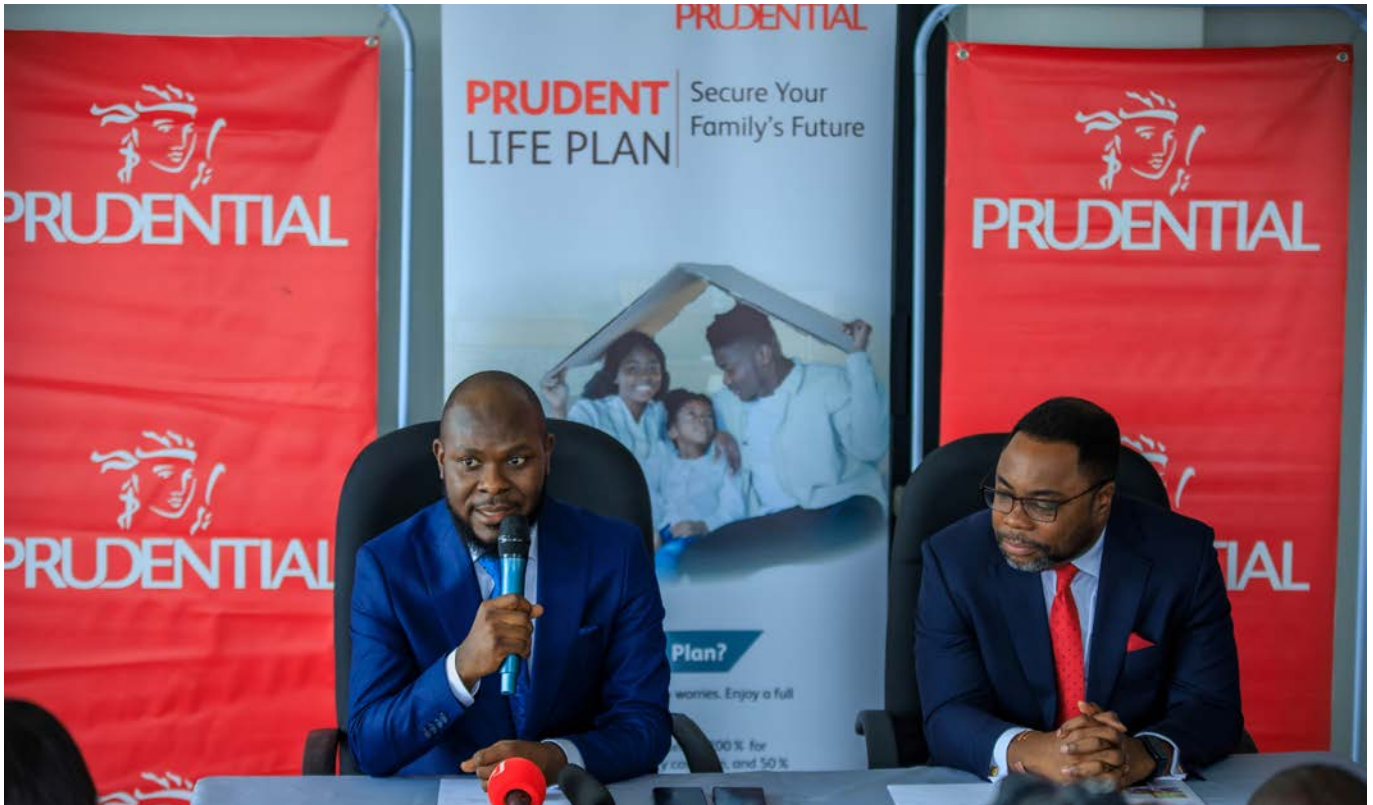
Empowering Our Clients: The #KnowYourPolicy Campaign, The Prudential Uganda App.

As we welcomed the new year, we embarked on an enlightening journey with the #KnowYourPolicy campaign. Our aim? To empower you, our valued clients, with a comprehensive understanding of your policy's terms and conditions. Knowledge is power, and by familiarizing yourself with your policy, you unlock the full potential of your coverage. This campaign has spread across all our social media platforms, offering insights and guidance. We encourage every client to delve into their policy documents, as understanding your policy paves the way to maximizing its benefits.

In our quest to serve you better, we're excited to introduce the Prudential Uganda App, a testament to our commitment to innovation and convenience. Available for download on the Google Play Store for Android users and the App Store for iPhone users, this app is your gateway to managing your life insurance needs effortlessly. From viewing and downloading statements, making premium payments, to accessing our services, the Prudential Uganda App is designed with you in mind. For those who prefer the web, our portal at client.prudential.ug remains accessible for all your needs.



Revolutionizing Financial Planning with Prudent Life Plan



to life insurance, offering more than just coverage. The Prudent Life Plan stands out in the market with its unique benefits, offering 100% of the sum assured at natural death, 200% on accidental death, and 50% on critical illness. Additionally, if no claim is made and the policy remains active,

100% of all premiums paid will be returned to the policyholder at maturity. This plan is not just about financial coverage; it's about providing peace of mind and a secure future for our clients.





Frequently Asked Questions about the Prudent Life Plan.

Understanding your financial planning options is key to securing your future. Here are some of the most common questions we receive about our Prudent Life Plan.

1. What is the difference between term life insurance and other types of life insurance?

Response: Term life insurance offers coverage for a specific period, providing financial protection during that time. Other types like whole life insurance offer lifetime coverage with savings components.

2. Can I customize the coverage based on my needs?

Response: Absolutely! Our product allows you to tailor coverage to your requirements, ensuring it aligns with your financial goals.

3. What if I don't make any claims during the term?

Response: That's great! If you don't make any claims and your policy remains active until the end of the term, we'll return 100% of the premiums you paid.

4. Does this policy have bonuses?

Response: No, because it is a pure risk product

and provides a higher Sum Assured.

5. How is the product different from the level term?

Response: This term life provides a 100% premium refund if you survive until the end of the policy term.

6. What happens if I am unable to fund my policy?

Response: If you're unable to fund your policy, you are given a grace period of 90 days. After which the policy will be lapsed. If a policy is lapsed, no benefit shall be payable to the policyholder. However, the lapsed policy can be reinstated either by paying all outstanding premiums.

Once a policy is lapsed it can be reinstated within 24 months of lapse without any additional waiting period being imposed. All arrear premiums must be paid in full in a lumpsum before the policy can be reinstated.

Empowering Communities Through EDUCATION

In collaboration with passionate Rotary Clubs (Rotary Club of Kampala City, Rotary Club of Bugolobi Morning Tide, Rotary Club of Bweyogerere Central, Rotary Club of Mahaba, Rotary Club of Kulambiro, Rotary Club of Saturday E-Jazz, and the Rotaract Clubs of Tankhill City and Kansanga Hope) we're proud to unveil the transformation of Bulamuka Primary School in Kamuli District. This project has breathed new life into the school, offering:

- Refurbished classrooms that welcome curiosity and learning.
- Sanitation facilities ensuring health and hygiene.
- Rainwater harvesting tanks to sustainably manage resources.

- A new kitchen, because nourishment fuels the mind.
- Green spaces, planting seeds of environmental stewardship in young hearts.

Tetteh Ayitevie, our CEO, believes deeply in the transformative power of education. This initiative is a testament to that belief, a step towards empowering Uganda's future leaders. We extend our deepest gratitude to the Rotary Clubs, our partners in progress, and the Prudence Foundation, whose generosity made this dream a reality. This is more than a project; it's a pledge to the future, ensuring every child has the opportunity to learn, grow, and thrive in a nurturing environment.



Enhancing Our Workspace: The Office Remodelling Project

As part of our PruWellness initiative, we are excited to announce an office remodelling project aimed at creating an enabling environment for our employees. This project reflects our commitment to the well-being of our team, ensuring that Prudential remains a place where employees look forward to contributing their best. We extend our sincere apologies for any inconvenience this may cause and appreciate your understanding and support as we strive to enhance our workspace.



Celebrating Excellence:

Prudential Agency Awards and Leaders Promotion Gala

At the recent Prudential Agency Awards and Leaders Promotion Gala, we celebrated the remarkable achievements of our financial advisors who have ascended to new heights. At Prudential, we pride ourselves on cultivating financial leaders dedicated to guiding families towards a brighter, more prosperous future. These financial advisors exemplify the essence of mentorship, growth,

and the profound impact they have on steering households towards financial empowerment. Congratulations to all on your well-deserved promotions. Your journeys inspire us all to strive for greatness and make a real difference in the lives of those we serve.

A Salute to Our MDRT Qualifiers of 2023



The gala also shone a spotlight on the exceptional individuals who have achieved Million Dollar Round Table (MDRT) status in 2023 making them world class financial advisors. Held at the prestigious Speke Resort Munyonyo, this celebration recognized our financial advisors' outstanding expertise, ethical

standards, and commitment to excellence.

Here's to our promoted financial agency leaders and MDRT qualifiers of 2023—your dedication and excellence are shaping a secure and prosperous future for our communities.

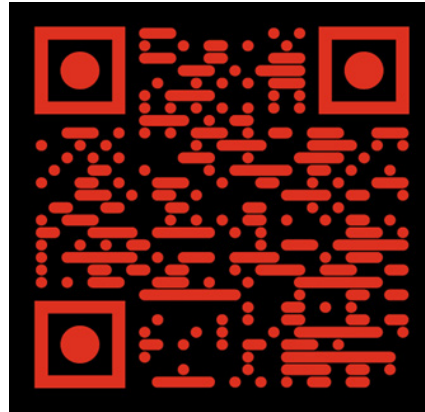
As we wrap up this edition of our newsletter, we want to extend our heartfelt gratitude to everyone who has been a part of this journey—our dedicated employees, our cherished customers, and our invaluable partners.



Introducing Our New QR Code for Customer Feedback.

We're excited to announce a new way for you to share your thoughts and experiences with us - through our QR code for customer feedback.

Your insights are invaluable in helping us enhance our services and ensure you fully enjoy the benefits we offer. Simply scan the QR code with your smartphone to provide us with timely feedback. Together, we can continue to refine and improve every aspect of your experience with us.



Reflecting on the Annual Insurance Week.

The Insurance Regulatory Authority of Uganda's Annual Insurance Week, held from 11th to 14th, 2024, was a resounding success. We were thrilled to engage with so many of you, sharing knowledge, and exploring life and health insurance options together. Our tent served as a beacon of empowerment, providing personal engagement and invaluable insights. We thank everyone who participated and invite you to continue the conversation on how we can protect and fulfill your family's dreams together.

Your support and commitment fuel our drive to innovate, empower, and serve. Together, we are not just building a better future for our communities; we are laying the foundations of a legacy that will inspire generations to come. Thank you for being an integral part of our story.

Here's to continuing our journey toward excellence, innovation, and community empowerment. Until our next update, stay connected, stay inspired, and remember, at Prudential Uganda, we are more than a life and health insurance company; we are a family, growing together, every step of the way.



Chronic Care Management Program



Prudential has observed that more than 8% of our overall clients suffer from a kind of chronic condition, we have therefore piloted a structured client friendly Chronic Care Program to effectively optimize proactive care to significantly improve clinical outcomes, lifestyle and avoid complications of Chronic conditions at no extra cost.

The Services offered will include;

- Tele-consultation and lab tests from home or work
- Set appointments for faster service at care points.
- Follow up to get feedback on services and

care, to ensure our clients are getting quality of service, convenience, and satisfaction.

- Free drug deliveries from our partners.
- Drug refills of upto three months
- Attachment to our web of medical professionals for those that do not have.
- Partnerships with community organizations to support and develop interventions that fill the gaps in needed services in fields like nutrition and physical activities

Kindly Register or scan the QR Code below to access the enrolment form.



Please note that filling and submitting this form will be viewed as consent to receive specialised services from our Telemedicine counterparts in partnership with Prudential, and will be handled with confidentiality.



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Find out more at:
www.prudential.ug