

Subscribe to "Healthy Habits" Exclusively Available on Prudential's AI-powered App - pulse



First -of-its-kind Health & Fitness module in Myanmar powered by **PRU**Term *Digital*.
With COVID-19, worried about whether it is safe to go to gym? Or not sure if it is the right time to invest in expensive fitness equipment?

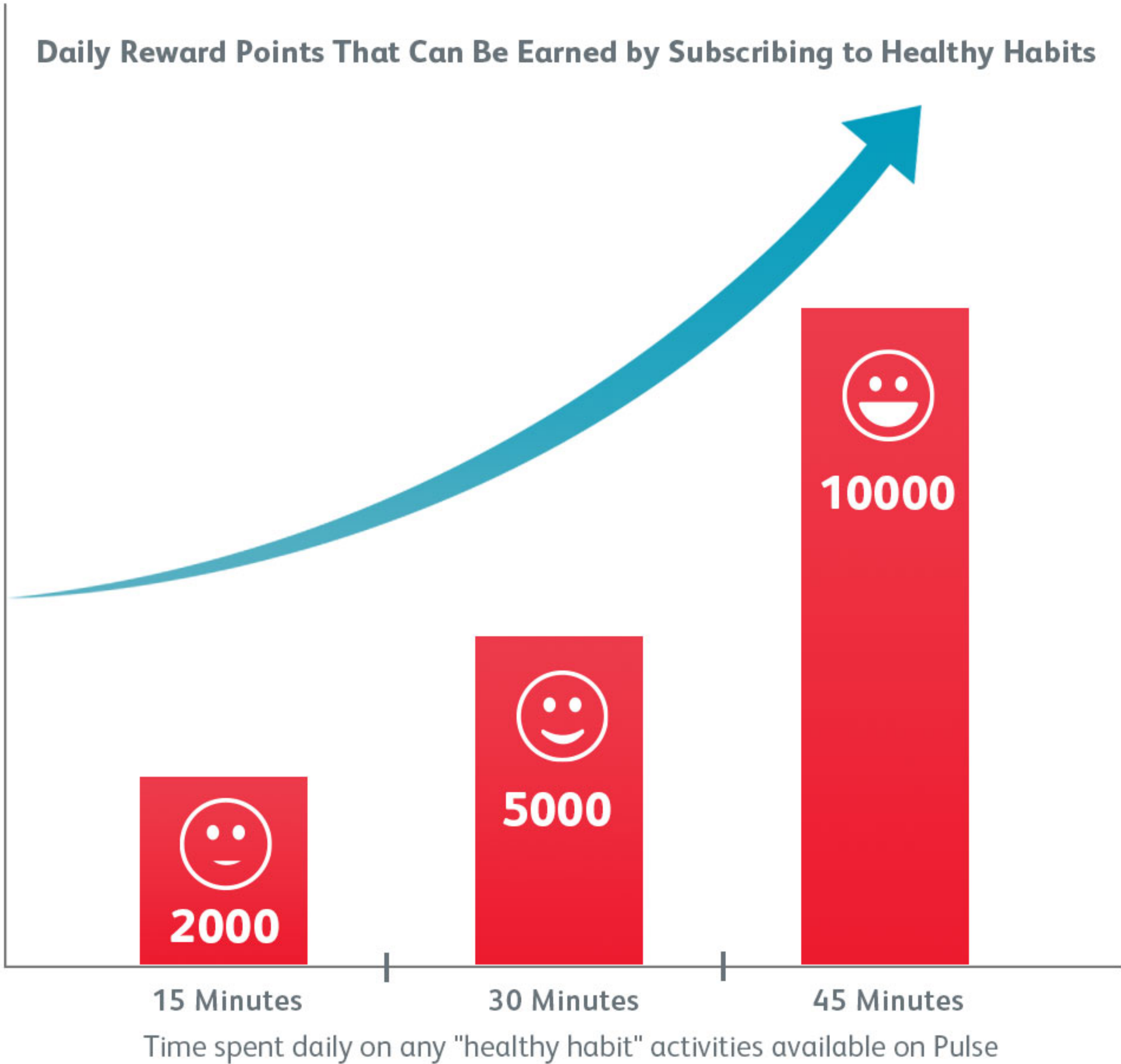


Just 45-minutes of Healthy Habits a day can go a long way!

- You can subscribe with just 25,000 Ks and unlock Healthy Habits feature on Pulse – Prudential’s AI powered app.
- ✓ Get instant issuance of 1 year term Life insurance policy with 2,500,000 Ks of coverage.
 - ✓ Step up free coverage of up to 2,500,000 Ks for every day you spend making yourself healthy.
 - ✓ Chance to enjoy exclusive benefits by inviting your friends and family members to download Pulse
 - ✓ Exclusive benefits unlocked with more friends joining your community

Instant Rewards are available by adopting Healthy Habits

Choose from a wide range of fitness activities available on Pulse and earn points daily on the go!



Weekly Bonus: Extra 10,000 points upon achievement of 25,000 points within 7 days!
Earn up to 2,500,000 points for 2,500,000 Ks in additional coverage!

More Rewards for Inviting Friends to Join Pulse

Get rewarded with Pulse vouchers and unlock exclusive rewards on Pulse

	Number of customers Referred	Voucher for Policy Renewal (in Ks)	Live stream Pulse TV	One-on-One Fitness Class	Exclusive Rewards
Basic	5 - 9	1,000 Ks			
Silver	10 - 49	3,000 KS	✓		
Gold	50 - 99	5,000 Ks	✓	✓	
Platinum	100 or more	10,000 Ks	✓	✓	✓

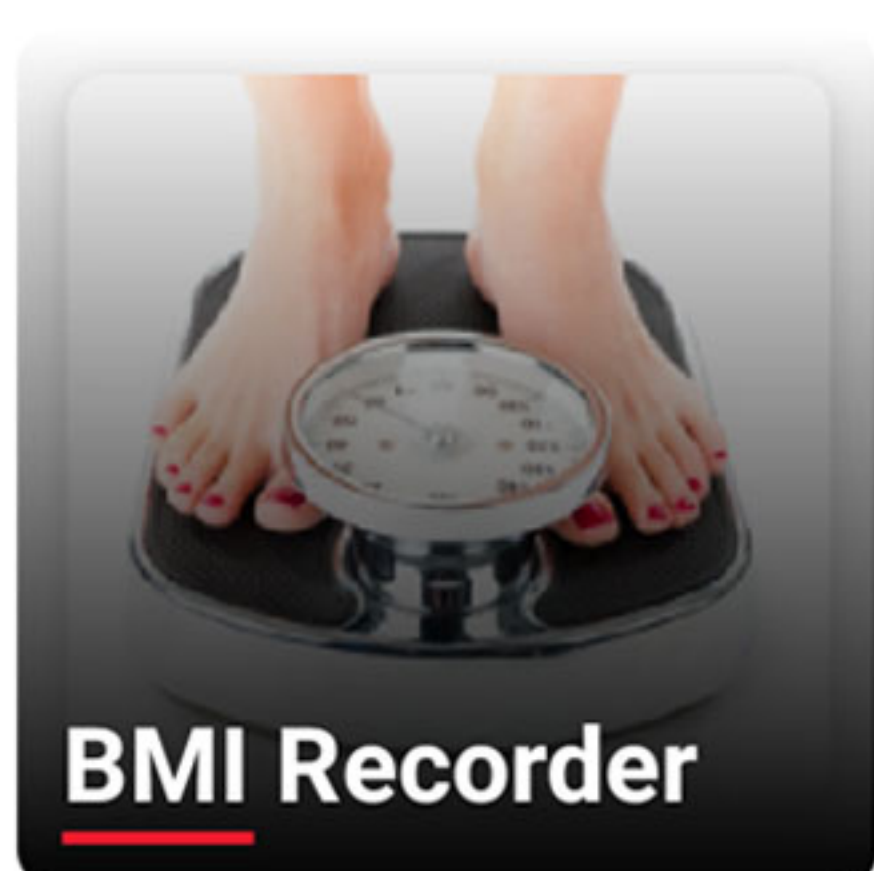
PRUTerm *Digital*: Eligibility and Features

- ✓ Coverage Term: 1 year
- ✓ Eligible Age: 18 to 60
- ✓ Initial Coverage: 2,500,000 Ks in Sum Insured
- ✓ In the event of Death or Total & Permanent Disability, a lump sum of 2,500,000 Ks is paid out.
- ✓ For Injuries due to Accident, up to 1,250,000 Ks per claim will be paid. Up to 3 claims allowed for a total of 2,500,000 Ks
- ✓ For Hospitalization due to Accidental Injury, 50,000 Ks per day of hospitalization, for a maximum of 5 days per hospitalization and up to 3 claims.
- ✓ Step up your Sum Insured daily with Healthy Habits and all benefits are increased accordingly

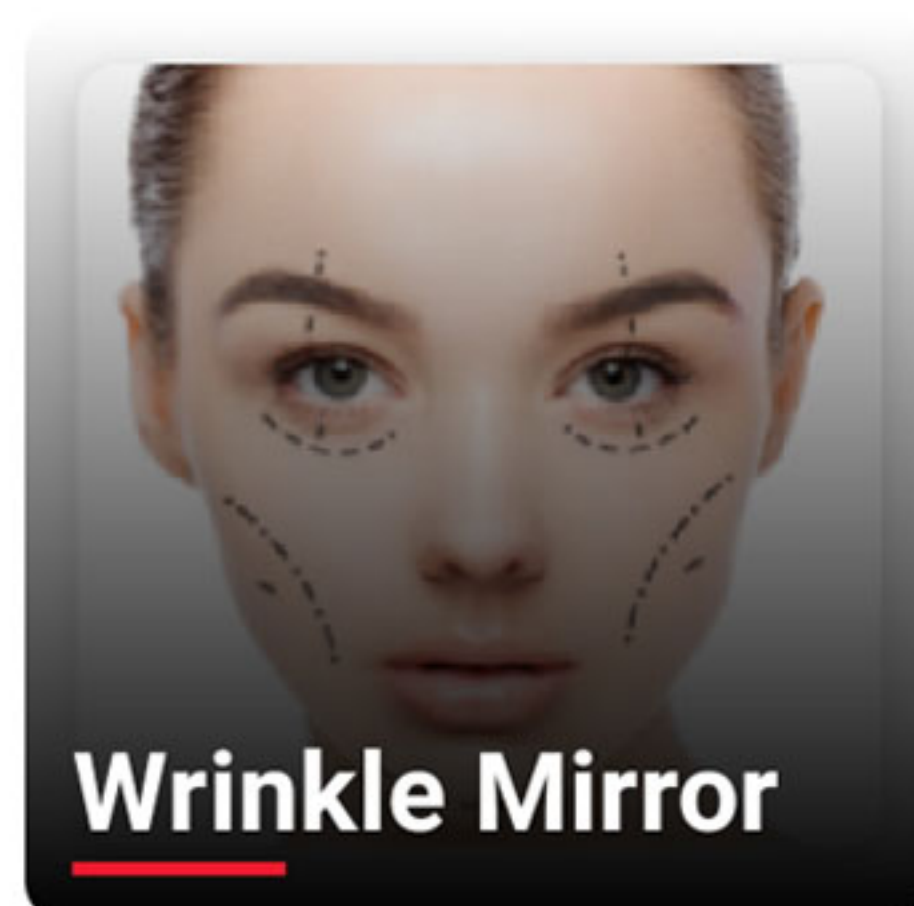
Limited time bonus offer

- ✓ Free COVID-19 Coverage for 90 days: an additional 250,000 Ks will be paid upon diagnosis, and 2,500,000 Ks when the Life Insured passes away.

Other great features available on Pulse



BMI Recorder
Are you watching your BMI?
Take a selfie to check



Wrinkle Mirror
Worried about Wrinkles?
Take a selfie to check

Access to exciting AI-powered BMI Recorder and Wrinkle Mirror (Beta Testing - Sneak Peak)

How to join

- 1) Download Pulse via "App Store" or "Google Play Store".
- 2) Register with your basic personal information.
- 3) Purchase PRUTerm Digital for only 25,000 Ks and pay by WavePay App
- 4) Refer your friends to download Pulse and earn more rewards.

Healthy Habits on Pulse will be activated on 12 AUGUST !