

NEWS RELEASE

FOR IMMEDIATE PUBLICATION

Prudential Assurance Malaysia & Prudential BSN Takaful team up to offer industry's first mobile nutrigenomics test

Leading insurance and takaful providers committed to help Malaysians make smarter choices for their health and wellbeing

Bandar Utama, 16 August 2017 – Prudential Assurance Malaysia Berhad (PAMB) and Prudential BSN Takaful Berhad (PruBSN) today introduced *myDNA* - the first mobile nutrigenomics¹ health solution developed by Asia's leading genetics laboratory Prenetics Limited - that provides valuable information to empower individuals to understand their health needs and wellness profile.

The *myDNA* kit will be complimentary for customers who sign up for the *PRUwealth* plan or its takaful equivalent, *PruBSN Warisan* plan, between 16 August 2017 and 31 December 2017, with a minimum sum covered of RM1 million or total annual premium/ annual contribution of RM12,000. The policy/ certificate must remain in-force for at least 30 days from inception in order to qualify for the *myDNA* kit.

The nutrigenomics-based report explains how individual genetic differences can affect the way we respond to nutrients in the foods we eat. With the *myDNA* profiling kit, Malaysians now have the opportunity to analyse their DNA in a convenient manner, and determine how their genetics may affect their diet, nutrition and exercise regimes.

Chief Executive Officer of PAMB, Mr. Gan Leong Hin during the launch event said, "We recognise that holistic protection encompasses the financial and physical health of Malaysians. As part of our commitment to provide long term protection solutions to our customers, we aim to empower our customers to make more informed decisions about their health and wellbeing."

Also present at the launch was Chief Executive Officer of PruBSN, Mr. Aman Chowla. He commented, "With so many health-and-fitness options in the market, how do we know which diet and exercise best suits us? *myDNA* profiling analyses deep into a person's DNA code and users can take advantage of this information through the exclusive *myDNA* app to set and achieve their health goals with diet, nutrition and fitness recommendations tailored to them."

Other exciting features of *myDNA* include a personalised report and recommendations plus exclusive access to a mobile app containing a photo food diary that can be rated and able to provide estimated calorie information. Users also get to chat with a dietitian about anything they have to ask on-demand. The entire process is conveniently mobile-based, with the ability to register the kit on the go and view status updates.

Aman further commented "As leaders in our respective fields, we will continue to raise the awareness and understanding of wellness by Malaysians to help them make smarter, more sustainable choices for a healthy lifestyle. *myDNA* embodies our focus to bring long-term value to our customers and the communities we serve by transforming how we eat, exercise and live."

¹ *Nutrigenomics is the study of how individual genetic makeup interacts with diet, especially the effect of this interaction on a person's health.*

“Offering *myDNA* exclusively to Prudential Assurance Malaysia and Prudential BSN Takaful customers underscores our commitment to listening and understanding our customers, and bringing innovative solutions that meet their evolving needs,” Gan concluded.

Learn more about *myDNA* by talking to PAMB and PruBSN representatives as well as dietitians at *myDNA* Centre located at Ground Floor Centre Court, 1 Utama Shopping Centre from 16th to 20th August 2017. Visitors can also enjoy free health screenings, participate in fun activities and stand a chance to win exciting prizes.

Visit	Watch	Contact
myDNA Website PAMB Website PruBSN Website	myDNA video	PAMB Customer Service +603 2116 0228 customer.mys@prudential.com.my PruBSN Customer Service +603 2053 7188 customer@prubsn.com.my

About Prudential BSN Takaful Berhad

Established in 2006 through the licence awarded by the Central Bank of Malaysia, Prudential BSN Takaful Berhad (PruBSN) today is the country's leading takaful operator who provides shariah-based protection, savings and investment solutions to the Malaysian population and their families. PruBSN has over 16,000 takaful consultants serving more than 800,000 customers with many impressive firsts in the local takaful industry and award wins under its belt. For six successive years since 2011, PruBSN has been the Number 1 Family Takaful Operator and in 2016, our company achieved New Business Production of RM446 million with a 32.5% market share as confirmed by the industry rating agency, Insurance Services Malaysia.

For more about PruBSN, go to <https://www.prubsn.com.my/en/our-company/our-brand/company-profile/>

About Prudential Assurance Malaysia Berhad

Prudential Assurance Malaysia Berhad (PAMB) was established in Malaysia in 1924. For its 2017 financial half year ended 30 June 2017, it achieved RM741 million in new business sales. New business sales include both life insurance sales and takaful contributions. Takaful products distributed by PAMB's wealth planners and agents are underwritten by Prudential BSN Takaful Berhad.

As a leading and innovative insurer, PAMB serves the savings, protection and investment needs of Malaysians by offering a full range of financial solutions through its 45 branches and bancassurance distribution partners network nationwide. With more than 1,700 employees, PAMB is committed to helping people achieve their ambitions for a brighter and financially secure future.

PAMB is an indirect wholly owned subsidiary of UK-based Prudential plc. Prudential plc is incorporated in England and Wales, and its affiliated companies constitute one of the world's leading financial services groups serving around 24 million customers and has £635 billion of assets under management (as at 30 June 2017). Prudential plc is listed on the stock exchanges in London, Hong Kong, Singapore and New York.

Prudential plc is not affiliated in any manner with Prudential Financial, Inc, a company whose principal place of business is in the United States of America.

For more about PAMB, go to <https://www.prudential.com.my/en/our-company/about-prudential-malaysia/>

About Prenetics Limited

Prenetics Limited is the leading genetic testing/digital health company in Southeast Asia. Prenetics empowers individuals with valuable health information. With a simple DNA sample, individuals can discover how their genes affect their diet, nutrition and fitness. This information enables people to make health a choice, by living healthier and proactively preventing diseases. Prenetics was founded in 2009 as a university spin-off company by professors and scientists in Hong Kong. To date, our laboratory has processed over 200,000 DNA samples making us one of the leading genetic testing companies in the area. Looking to empower more people, Prenetics is extending its reach with local offices in Singapore, Hong Kong and several other countries in Southeast Asia.

For more about Prenetics, go to <https://mydna.com.my/about/>

This press release is jointly issued by Prudential BSN Takaful Berhad and Prudential Assurance Malaysia Berhad.

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