

# CLIENTNEWS

PRUDENTIAL CLIENTS NEWSLETTER

QUARTER 2

2025







## Message from the CEO

“Insurance is more than a product. It’s a promise — one that grows more powerful with every life it touches.”

Dear Valued Client,

As we reflect on the second quarter of 2025, I’m proud to share the impact we’ve made together — not just in numbers, but in real lives. From paying out billions in claims, to teaching children how to save, to helping boda-boda riders become first responders — we’ve seen what happens when insurance becomes personal.

Each quarter reminds us why we do what we do. It’s about Janat, whose policy helped her secure land. It’s about Sylvia, who turned small decisions into long-term peace of mind. It’s about the clients who trusted us, and the advisors who showed up every day to earn that trust.

At Prudential Uganda, our mission is to stand by you — in the expected and the unexpected. Thank you for continuing to choose us, believe in us, and grow with us.

Here’s to protecting dreams and securing futures — one story at a time.

**Tetteh Ayitevie**  
CEO Prudential Uganda



## Staying Covered: The Small Habits That Change Everything.

Life can surprise us. But your insurance coverage shouldn’t.

We’ve seen it too often — a client forgets to include their policy number when making a premium payment. The result? We can’t allocate the payment in time, and the policy may appear unpaid.

This is your gentle reminder: always include your policy number when making payments, whether it’s via mobile money, bank, or agent banking. It’s a small detail that makes a big difference.

**Your policy is your power. Keep it active. Stay protected.**

# Janat's Turning Point: A Story of Relief and Renewal.

"I never imagined how much this policy would mean to me until I needed it most."

When Nassiwa Janat needed funds to secure titled land, her Prudential policy delivered. That one payout changed the course of her life — and gave her the confidence to plan again, invest again, and believe again.

Her story is a powerful reminder: a policy may be paperwork today, but it becomes a lifeline when you need it most.



## Your Insurance, Now Just a Dial Away — Meet Prudential Go

**PRUDENTIAL**

"Pay day comes, disappears...  
but life must go on."

Cover yourself before you finish the  
last ka balance. Dial **\*284\*170#** now.

**Prudential Go:**  
Before Netflix takes your last ka 10k.

Lets' Face Life Together. Tuli Naomwe  
Prudential Insurance is regulated by the Insurance Regulatory Authority of Kenya

We launched Prudential Go to put insurance in your hands, wherever you are. With our new USSD platform, managing your policy is now effortless.

Just dial **\*284\*170#** on MTN or Airtel to:

- View statements
- Make payments
- Raise claims
- Purchase cover
- Give feedback

**Insurance should be easy. Now, it is.**



# Teaching Tomorrow's Leaders with Cha-Ching.

Financial literacy isn't just for adults.

That's why we partnered with Junior Achievement Uganda and the Ministry of Education to bring Cha-Ching to life — a fun, practical money program for 9–12-year-olds. This year, we're reaching over 21,000 pupils in Kampala, Masaka, and Mbale.

We're not just teaching math. We're helping a generation learn how to earn, save, spend, and donate — and build stronger futures.



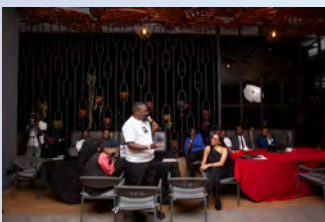


# Francis Found Land. You Could Find Yours: Prudent Kyoto Turns 10.

At the 10th Prudent Kyoto Masterclass, clients and community leaders gathered to share insights, strategies, and personal stories of transformation.

Francis Mugoya, a social worker, told us how his consistent savings through Prudential helped him acquire land — something he never imagined possible.

This is what Kyoto is about: not just financial education, but personal breakthroughs.



## The Prudent Life Plan: Designed for Life's What-Ifs

We introduced the Prudent Life Plan with one goal: make protection meaningful. This isn't just a policy — it's a partnership.

- 100% payout at natural death
- 200% on accidental death
- 50% payout on critical illness
- 100% refund of premiums at maturity (if no claims are made)

**It's fully customizable. Flexible. And it gives back — even if you don't make a claim.**





# SAFE STEPS: Empowering Riders to Save Lives.

In Kawempe and Najjanankumbi, we trained hundreds of boda-boda riders in first aid and road safety through our SAFE STEPS Phase III initiative with Uganda Red Cross. These riders are now first responders — equipped to help in emergencies, reduce crashes, and protect their communities.

**One training. Dozens of lives changed.**



## The Billions Behind Every Story.

We've paid out billions in valid claims. But behind those numbers are real stories of planning, patience, and power. Sylvia took out four policies. Each one matured. Each one paid out.

Francis received his payout within 48 hours after policy maturity.

These are not exceptions. They're outcomes of intentional planning. Will your story be next?





# Looking Back: A Memorable Pru Customer Day in Q2

One of the standout moments of Q2 was the Pru Customer Day we hosted at our offices last Friday of the quarter — a day dedicated to celebrating the heart of our business: our customers.

It was more than just an event. It was a chance to truly connect — to listen, engage, and appreciate the individuals and families who continue to place their trust in us. For clients whose policies had matured, the day carried special significance, marking not just the end of a financial journey, but the continuation of a relationship built on trust and service.

Our senior management team was fully present, responding to questions and offering support in person. Brenda Achen Onyara, Baker Ssekasi, Brian Ssempanyi, and Andrew Mulindwa represented the leadership team with genuine care and commitment — and we thank them sincerely.

To every client who joined us, and to all those we serve: thank you. Your confidence in us is the reason we do what we do. As we move through Q3, we carry forward the energy and insights from that day, and we look forward to many more opportunities to walk this journey with you.





# Celebrating Excellence: Our 2025 MDRT Qualifiers.

Meet the advisors who went above and beyond to serve you with excellence — now recognized globally as Million Dollar Round Table (MDRT) qualifiers:

- Cathyrine Nanyonjo
- Hawa Tembo Mbabazi
- Ritah Andinda
- Lillian Nantume
- Pamela Nakintu

They embody professionalism, integrity, and service. We're proud to have them represent Prudential Uganda.



## Thought Leadership in Action

This quarter, we raised our voice in critical conversations: At the IBAU Conference in Mbarara, we reaffirmed our commitment to innovation in Uganda's insurance sector as a Silver Sponsor. At the 4th Annual Labour & Employment Law Conference, our CEO Tetteh Ayitevie joined thought leaders

to discuss how HR can lead climate-conscious change across workplaces.

**We're not just adapting to the future — we're helping shape it.**



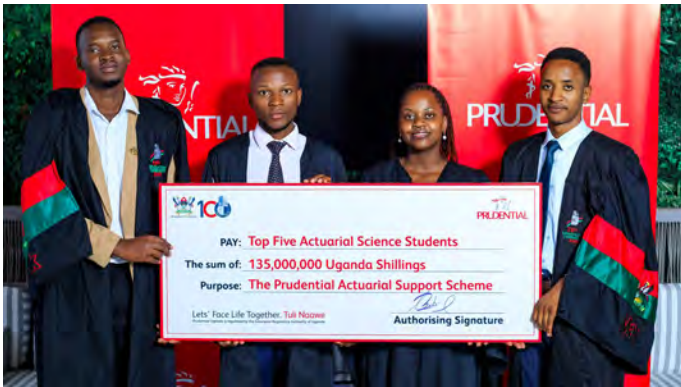


# Backing Brilliance: UGX 135M to Future Actuaries.

Through our Prudential Actuarial Support Scheme (PASS), we awarded UGX 135 million to five top actuarial science graduates from Makerere University.

- Brendan Joseph Lule
- Twinomujuni Gordon
- Galabuzi Allan
- Katana Daphine
- Inyangat Kenneth

With mentorship, exam support, and career guidance, we're not just rewarding excellence — we're building Uganda's next financial leaders.



## Earth Day: Not Just Another Day.

On World Earth Day, our team didn't just wear green — they acted on it. Through trivia, team challenges, and reflection, we recommitted ourselves to sustainability.

Because at Prudential, going green isn't seasonal — it's strategic.



**PRUDENTIAL**

This World  
Environment Day...

Let's turn the tide on  
plastic waste.

Together, we can build a  
cleaner, healthier future;  
**one choice at a time.**

Let's Face Life Together. **Tuli Naawe**  
Prudential Uganda is regulated by the Insurance Regulatory Authority of Uganda



# Your Medical Cover: Track It with Ease.

If you're admitted to hospital, your Prudential medical plan covers costs — but up to a set limit. You can now track your balance on the Smart Access App, available on Google Play and App Store.

**Stay informed. Stay ahead.**



## To Our Clients; Thank You

Every story in this newsletter exists because of you.

Thank you for trusting us, paying your premiums, updating your information, and standing with us in this journey of protection, preparation, and purpose. As we close Q2 and step into the second half of 2025, we remain committed to serving you better; and walking with you through every chapter of your story.