

MEDIA RELEASE

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Prudential Singapore partners The RICE Company Limited to make financial education fun and engaging for children



Performers from The Business Times Budding Artists Fund (BT BAF) putting on an engaging display at the Prudential Marina Bay Carnival

Singapore, 14 March 2018 – Forty talented performers from The Business Times Budding Artists Fund (BT BAF) managed by The RICE Company Limited put up a special show at the Prudential Marina Bay Carnival today.

Nearly 200 participants from the community including BT BAF, Ang Mo Kio Family Service Centre, AWWA Family Service Centre, and Kampung Senang were invited by Prudential Singapore – the title sponsor of Prudential Marina Bay Carnival - to attend the occasion.

The performers presented a thirty-minute set that combined elements of percussion, song, dance and theater. The show was inspired by and built around Cha-Ching - a financial literacy programme developed by Prudence Foundation, Prudential's community investment arm in 2011. The programme is designed to help children aged between 7 and 12 learn the fundamental money management concepts of earn, save, spend and donate.

Ms Yeoh El Lynn, Head of Community Investment, Prudential Singapore, said the best way for children to learn is through play.

“We partnered with The RICE Company Limited because we wanted to instill valuable money-smart skills to children through a fun activity that both engages as well as inspires. We hope our beneficiaries had a memorable time and went away wiser about financial matters today.”

The RICE Company Limited provides training in the arts to children from financially-disadvantaged backgrounds.

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ABOUT Prudential Assurance Company Singapore (Pte) Limited (Prudential Singapore)

Prudential Singapore, an indirect wholly-owned subsidiary of UK-based Prudential plc, is one of the top life insurance companies in Singapore. We have been serving the financial and protection needs of Singaporeans for 87 years. Our focus is to bring well rounded financial solutions to customers through our multi-channel distribution network, with product offerings in Protection, Savings and Investment. We are one of the market leaders in Protection, Savings and Investment-linked plans with S\$35.4 billion funds under management as at 31 December 2017. In 2014, we were awarded an AA Financial Strength Rating by leading credit rating agency Standard & Poor's.

For the last 11 consecutive years, we have been awarded the Gold Award in Reader's Digest Trusted Brands. Since 2007, we have been conferred the People Developer Award by SPRING Singapore for our efforts in training and developing employees and in 2013 and 2014, we were presented with Asia's Employer of the Year Brand Award by the Branding Institute and the World HRD Congress. Prudential Singapore was also awarded the NTUC Plaque of Commendation (Gold) Award in 2014, and the Singapore Human Resource Institute presented the company with the Leading HR Practices in Quality Work-Life, Physical & Mental Well-Being Award in 2014 and the Leading HR Practices in Lifelong Learning Award in 2015.

ABOUT The RICE Company Limited

The RICE Company Limited (TRCL) is a not-for-profit organisation that harvests the potential of the arts and culture for the development of human lives and connects communities in Singapore with the world. TRCL's core areas of expertise lies in enlivening places and spaces through place making and content creation; building cultural capital through the engagement of arts with business; and developing linkages with communities around the world.

TRCL manages two social funds (The Business Times Budding Artists Fund and Sing50 Fund), four arts training centres (The Little Arts Academy City/ North Campus I & II; 10 Square @ Orchard Central) as well as creative spaces (The Pavilion @ Far East Square and Temenggong House). TRCL also has two subsidiaries (Global Culture Alliance and Millet Holdings). For more information, visit www.therice.sg.

ABOUT The Business Times Budding Artists Fund

Initiated in 2004 and adopted by The Business Times in 2005, The Business Times Budding Artists Fund (BT BAF) originated from a conviction that no child with the strong interest and potential in the arts should be denied the opportunity to develop his or her talents due to a lack of financial resources. Since 2005, BT BAF has reached out to more than 16,000 financially-disadvantaged children and youth, between the ages of six to 19 years old, through a variety of programmes including a structured arts training programme, arts camps, workshops and signature events. BT BAF currently supports four arts training centres: two within the city precinct –The Little Arts Academy at PoMo and

10 Square at Orchard Central; two new centres at Northpoint City. BT BAF is managed by The RICE Company Limited, which is a registered charity with an IPC (Institutions of a Public Character) status. For more information, visit www.baf.sg.

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