Jakarta, April 16, 2012 – PT Prudential Life Assurance (Prudential Indonesia) through the Indonesian Children Cancer Foundation (YOAI) today is donating the COM.TEC apheresis machine to RSKD at the Dharmais Cancer Hospital Jakarta (RSKD) auditorium, in a ceremony witnessed by Indonesian Minister of Women Empowerment and Child Protection Linda Amalia Sari Gumelar.

Cancer has become one of the main causes of death in Indonesia. Data by the Health Ministry shows that the number of cancer patients in the country has reached 6% of the population or approximately 16 million people have been diagnosed with cancer. To date, cancer not only inflicts adults, but also children. According to RSKD data, the number of new cases of children with cancer has reached more than 11,000 per year throughout Indonesia.

With the introduction of the COM.TEC machine in Indonesia, child cancer patients are now finally able to receive safe care during the therapy process. This machine specializes in the ability of serving as a multi-apheresis procedural platform that can be used as therapy for children and adults patients as well as separating blood cells for transfusion from a donor in various procedures. Another use of this machine is to collect stem cells from donors or from patients themselves (auto-allogenic transplantation).

RSKD Blood Bank and Apheresis Head dr. Ronald Hukom SpPD-KHOM, said, "The COM.TEC apheresis machine that was donated by Prudential Indonesia through YOAI is a machine that can be used to separate blood cells, designed both for cancer therapy and transfusion. This machine will help the healing process of children patients with acute leukemia cancer, because COM.TEC is safe, even for children, and especially toddlers. With this machine, child cancer patients do not need overseas medical treatment."

The COM.TEC machine donation is part of Prudential Indonesia’s social responsibility, in line with its initiatives to realize the one million people for one million dreams. In 2012, Prudential Indonesia is undertaking a number of CSR activities to support Indonesia’s health development.

President Director of Prudential Indonesia, William Kuan said, "As a responsible corporation, Prudential Indonesia is very concerned in Indonesia health improvement, particularly in the early detection and the treatment of children with cancer."

"Prudential believes that children have the right to receive the best health care treatment. We hope that with the cutting-edge technology, this machine will provide safer treatment for children suffering from"
cancer. Furthermore, it will also add benefit to the medical treatment for all cancer patients in Indonesia, “William added.

Partnership between Prudential Indonesia, RSKD and YOAI is a continuation of the Charity Walk event in 2010 – an event that saw Prudential Indonesia raising up to Rp 3.5 billion, which were then directly channeled to a number of social activities, one of which was the donation of the COM.TEC apheresis machine to YOAI.

Prudential Indonesia and YOAI have collaborated since 2003 and have collected Rp 3.5 billion. To date, the company has helped more than 500 child cancer patients through support for medical treatment. In 2005, Prudential Indonesia supported RSKD and YOAI in renovating the pediatric cancer patient ward located on the 4th floor of RSKD. In 2009, Prudential Indonesia and YOAI collaborated again to expand pediatric ward facilities at RSKD.

"Prudential Indonesia's commitment to ensure that all children with cancer receive proper treatment helps us to maintain and provide appropriate treatments that are equivalent to those offered in developed countries. Together with Prudential Indonesia, YOAI will continue to enhance its role and contribution as a role model through high quality services, education, and research in the field of cancer prevention in Indonesia,” said YOAI Chairman Rahmi Adi Putra Tahir.

Through the COM.TEC apheresis machine donation, Prudential Indonesia also contributed to the Ministry of Women Empowerment and Child Protection program to have technological advances in the medical field be used as one of the priorities in the 2010-2014 National Medium Term Development Plan.

"According to the Children Protection and Rights Convention Act, children should have an opportunity to grow optimally, both physically and socially with full protection. Therefore, all children have the right to be healthy, and those who are cancer patients are no exception." said Minister of Women Empowerment and Child Protection Linda Amalia Sari Gumelar.

In addition to introducing the COM.TEC apheresis machine, Prudential Indonesia has prepared a number of CSR strategies for 2012 and onwards, in line with the company's goal to realize the one million dreams for one million people. Through the plan, Prudential Indonesia hopes to continue actively contributing to education, health, financial literacy, and disaster relief.

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About Prudential plc and Prudential Corporation Asia

Prudential plc is a leading international financial services group, providing retail financial services and fund management in the United Kingdom, the United States, Asia and continental Europe, its chosen markets.

Prudential has provided life insurance service in the UK for 160 years, and has had the largest long-term fund product for more than a century. Today, Prudential has more than 25 million customers worldwide and up to the
first nine month of the year delivers another strong quarter with both new business profits (up fourteen percent to **£1,535 million**) and sales growth (up ten percent to **£2,704 million**).

In Asia, Prudential Corporation Asia offers a comprehensive range of products to meet the savings, protection and investment needs of customers and has championed for customer-centric products and services for over 86 years.

Prudential has life insurance operations in 12 Asian markets - China, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, the Philippines, Singapore, Taiwan, Thailand and Vietnam. It also has an extensive geographic footprint with fund management operations in 10 markets – China, Hong Kong, India, Japan, Korea, Malaysia, Singapore, Taiwan, Vietnam, and the United Arab Emirates.

In the first nine months of the year, Prudential Corporation Asia’s total sales by Annualized Premium Equivalent (APE) in Asia grew eight percent to **£1,147 million (Rp16.4 trillion)**. The company is supported by a network of over 340,000 sales agents and employees across the regions, which provide service to over 11 million customers.

**About Prudential Indonesia**

Established in 1995, PT Prudential Life Assurance (Prudential Indonesia) is a leading life insurer in Indonesia and is part of Prudential plc, the UK-based retail financial services group. Leveraging Prudential’s more than 160 years of experience in the life insurance industry, Prudential Indonesia is committed to provide the best-in-class investment, savings and protection insurance solutions to customers across the country.

Since launching its first life insurance policy, combined with unit-linked investments products in 1999, Prudential Indonesia has been a market leader of this innovative product category in Indonesia. Prudential Indonesia also offers a variety of products and services designed to meet the diverse financial needs of customers in Indonesia.

As of 30 September 2011, Prudential Indonesia has a Head Office in Jakarta and Sales Offices in Medan, Surabaya, Bandung, Denpasar, Batam and Semarang, with more than 240 agency offices (including Jakarta, Surabaya, Medan, Bandung, Yogyakarta, Batam and Bali) across the archipelago. Prudential Indonesia has a network of over 130,000 agents serving more than 1.3 million customers.

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