

Your redemption guide to redeem your rewards with ease



IMPORTANT NOTICE

Dear Customers,

Launch of Anti-Scam Measures for Prudential Rewards Redemption

With the increase in malware scams, we at Prudential are taking a proactive approach to protect our customers through our revised reward redemption customer journey.

With immediate effect, qualifying customers will access the rewards redemption site through a secure entry point on the Prudential website before being redirected to our appointed third-party vendor's rewards platform. Please refer to the redemption guide below which will guide you on this new journey.

We seek your understanding and support as this security measure will help to protect you against potential malware scams and threats.

If you require further assistance, please contact us at **800 852 5043** or email us at info@purewards.prudential.com.sg.

Your team at Prudential

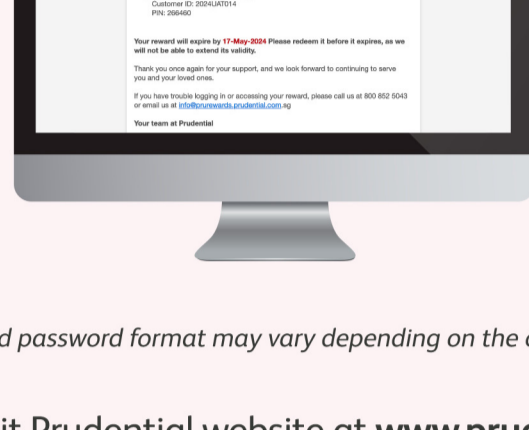
Enjoy a straightforward and secure journey to redeem your rewards

The details of certain fields on the redemption page may vary depending on the campaign. For example, instead of using "Customer ID", the term "Reward Reference #" is used and there could be variations in the password format as well.

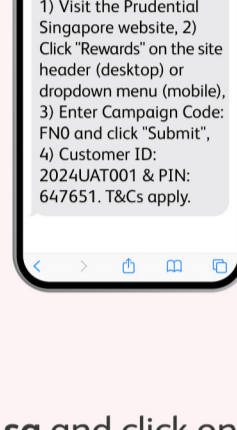
Rewards Notification

(a) You will receive your rewards notification either via email or SMS with instructions to redeem it.

Via Email



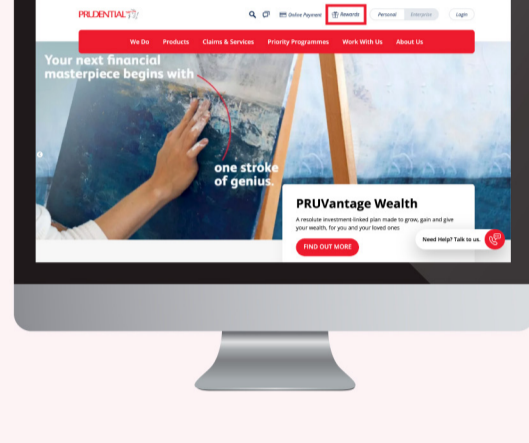
Via SMS



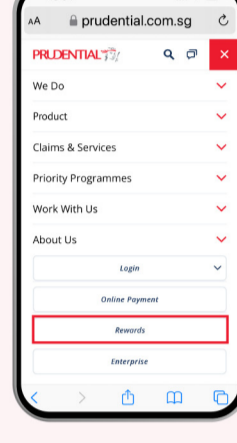
Fields and password format may vary depending on the campaign.

(b) Visit Prudential website at www.prudential.com.sg and click on "Rewards".

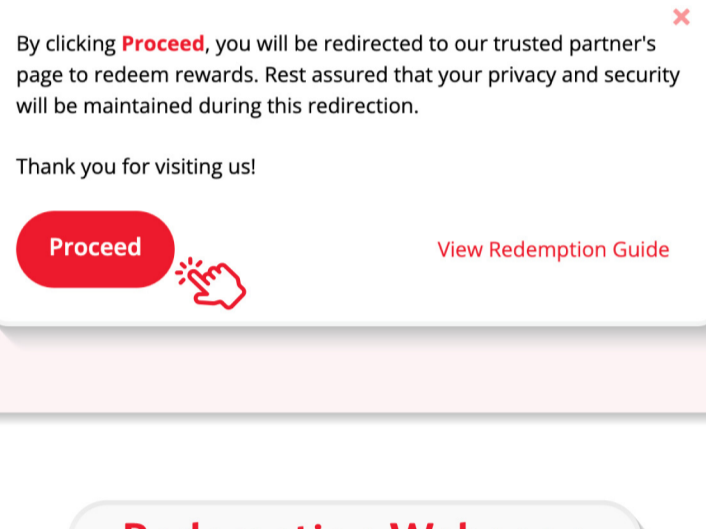
Desktop (site header)



Mobile (dropdown menu)



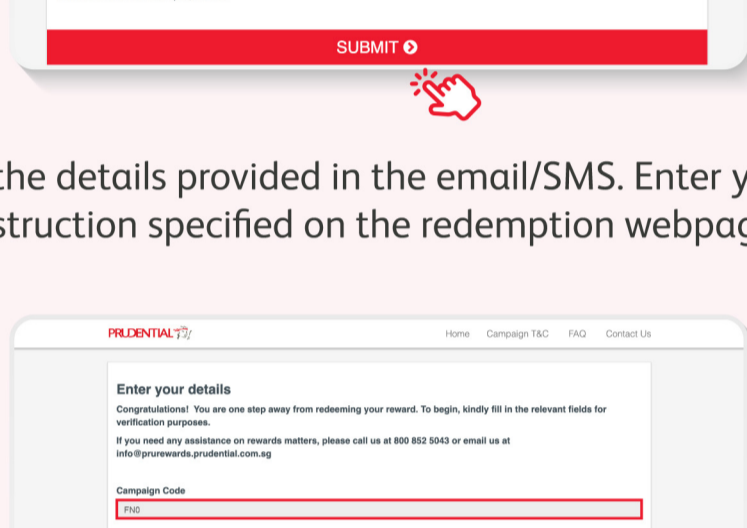
(c) You will be redirected to our trusted partner's redemption webpage after clicking "Proceed".



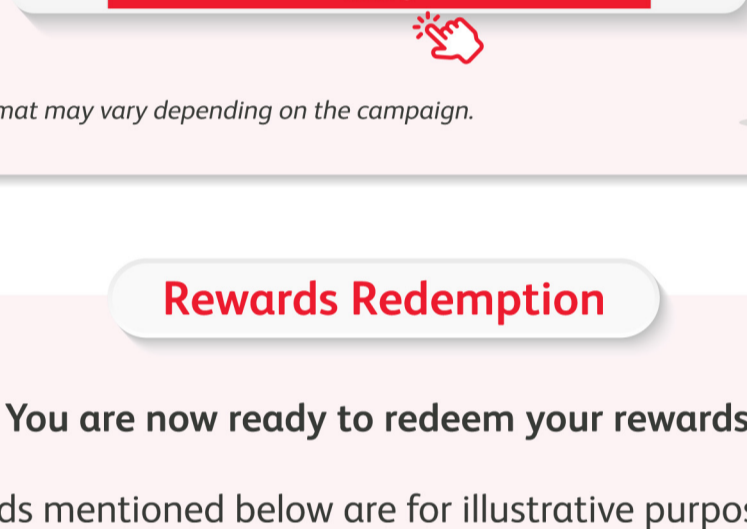
Redemption Webpage

(a) Key in the "Campaign Code" provided on the email/SMS and click "Submit".

Campaign T&Cs and FAQ (where applicable) can be accessed on the top right of the campaign webpage.



(b) Then, key in the details provided in the email/SMS. Enter your "Password" as per the instruction specified on the redemption webpage. Click "Submit" to proceed.



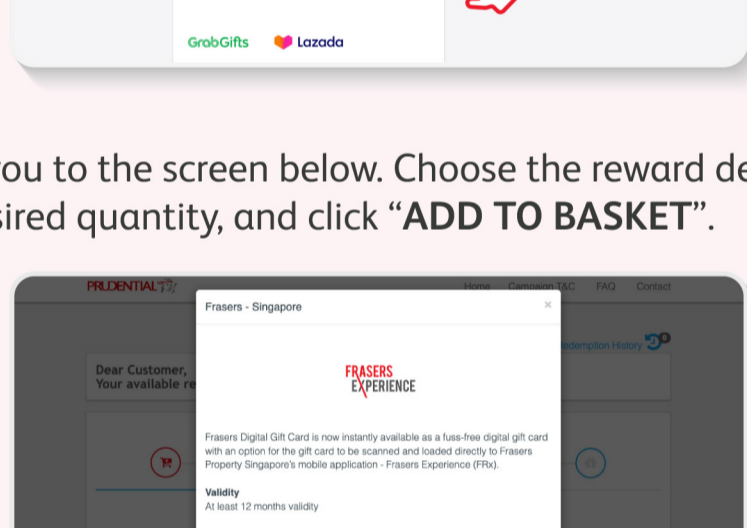
Fields and password format may vary depending on the campaign.

Rewards Redemption

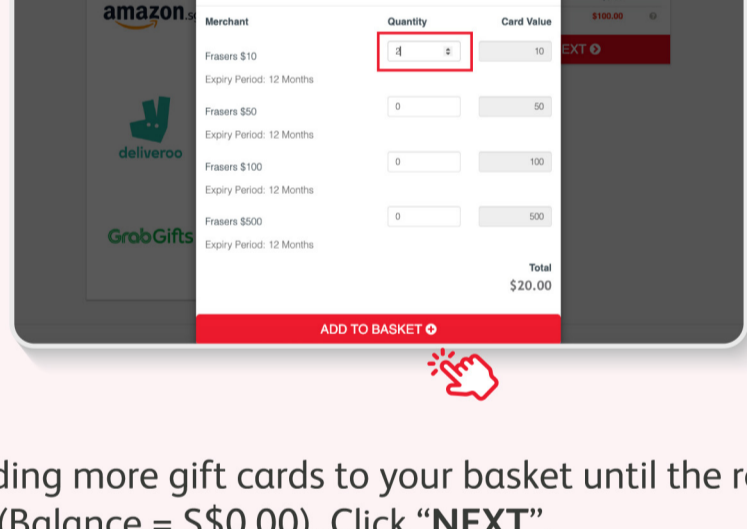
You are now ready to redeem your rewards.

Note: The rewards mentioned below are for illustrative purposes and may differ based on specific campaigns. Prudential retains the right to change or update rewards without prior notice.

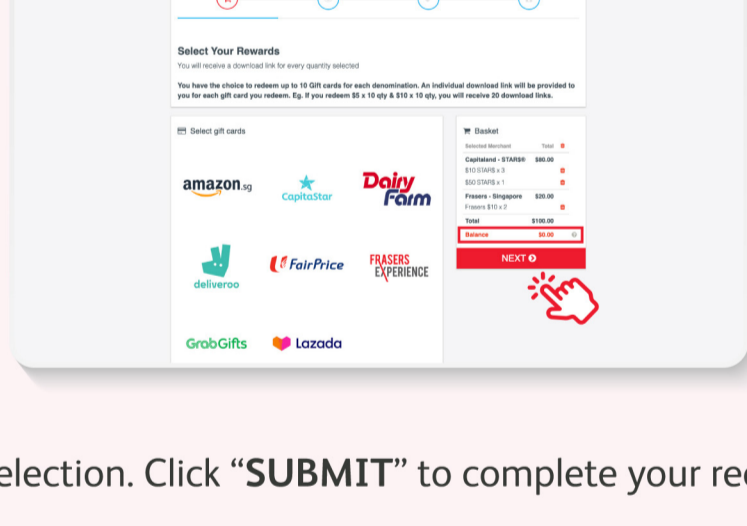
(a) At "Reward Selection" page, click on your preferred gift card.



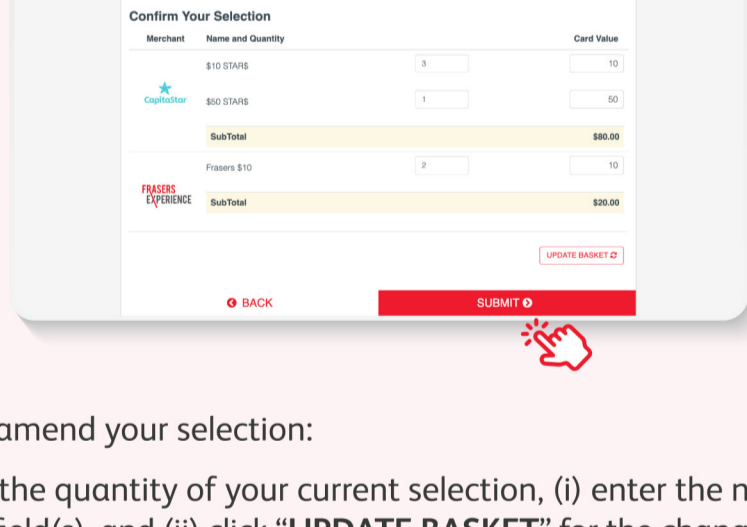
(b) It will bring you to the screen below. Choose the reward denomination, enter the desired quantity, and click "ADD TO BASKET".



(c) Continue adding more gift cards to your basket until the reward value is fully utilised (Balance = S\$0.00). Click "NEXT".



(d) Check your selection. Click "SUBMIT" to complete your redemption.

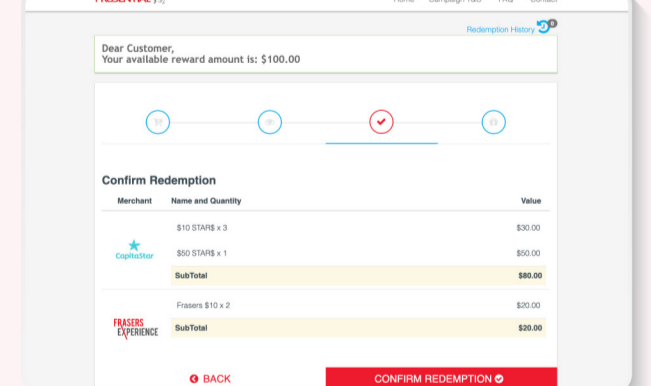


If you need to amend your selection:

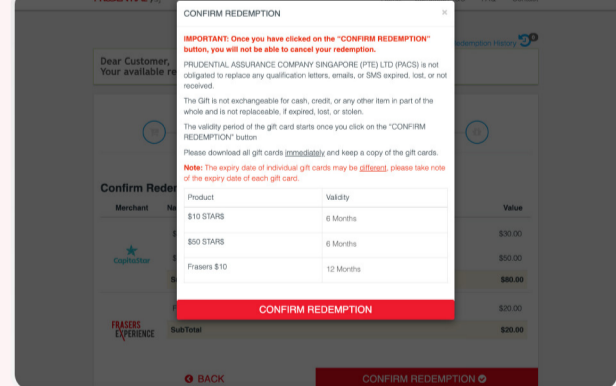
- To change the quantity of your current selection, (i) enter the new quantity in the respective field(s), and (ii) click "UPDATE BASKET" for the change(s) to be registered.
- To change the choice of your current selection, please amend the quantity first in (1), click "UPDATE BASKET" and then click "BACK" to add new gift card(s).

(e) You will be prompted to confirm your selection twice. Click "CONFIRM REDEMPTION" if there is no change. Please note that you will not be able to cancel your redemption or make any changes once you clicked "CONFIRM REDEMPTION" at the second prompt.

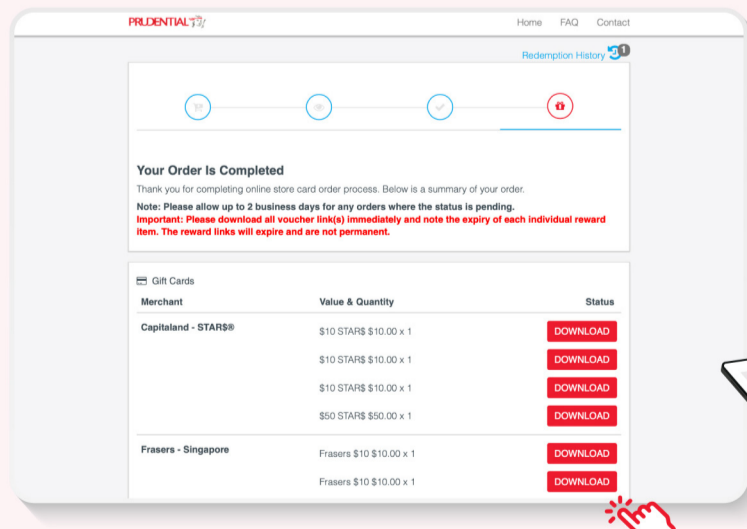
1st prompt



2nd prompt

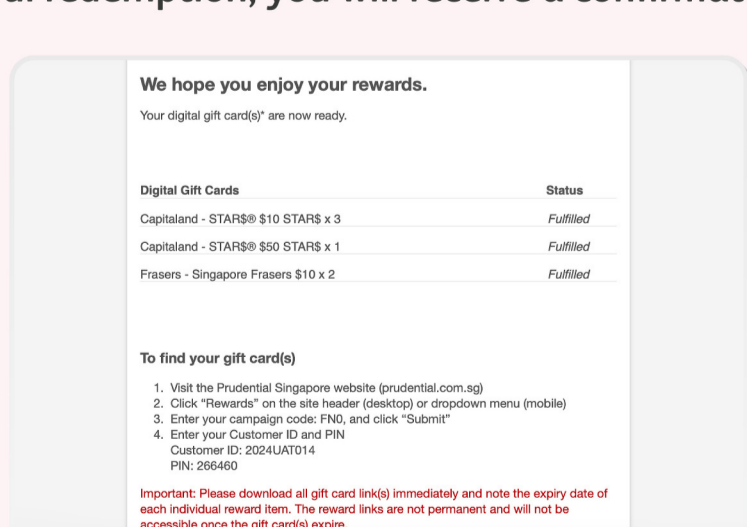


(f) Your redemption is successfully completed.



Gift Cards Download

Upon successful redemption, you will receive a confirmation email/SMS.



To find your gift card(s), repeat the steps below:

(a) Visit Prudential website at www.prudential.com.sg and click on "Rewards".

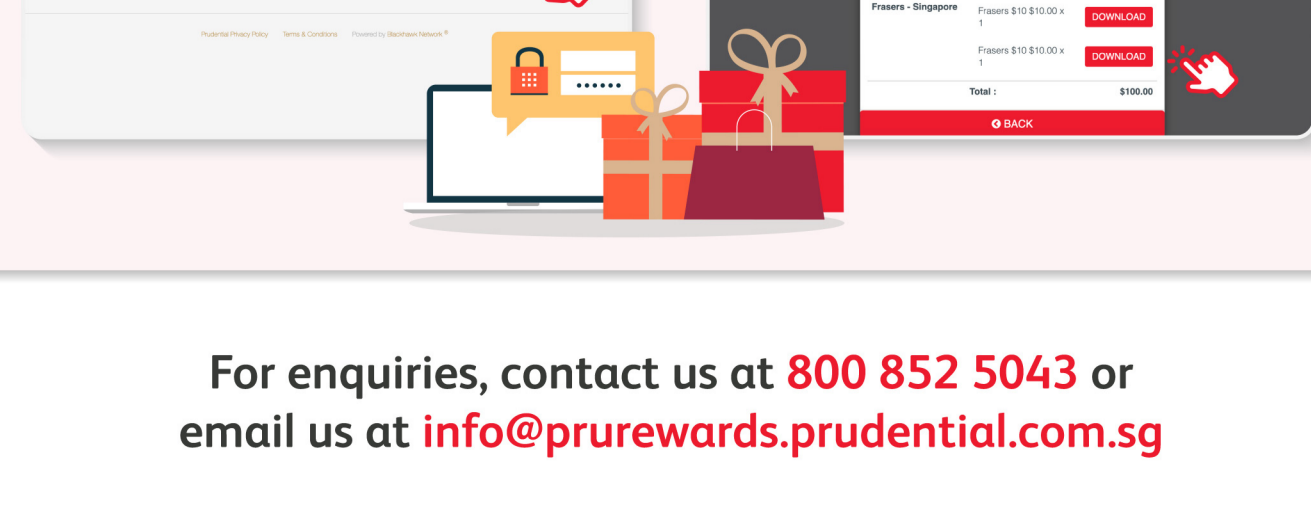
(b) Enter your "Campaign Code" provided in the confirmation email/SMS and click "Submit".

(c) Enter the details provided in the confirmation email/SMS. Enter your "Password" as per the instruction specified on the redemption webpage. Click "Submit" to proceed.

Fields and password format may vary depending on the campaign.

▶ Select "Redemption History" tab and click "View".

▶ To utilise your gift cards, click "Download".



For enquiries, contact us at **800 852 5043** or email us at info@purewards.prudential.com.sg