

# PRUBright Family

Secure an annual income protection  
for your family and children.

Listening. Understanding. Delivering.












## Who will take care of your family in an unfortunate event?

PRUBright Family is designed for holistic family income protection, providing year after year of income benefits for your family and children in case an unfortunate event happens to you. Our innovative “Annual Income Benefit” means that we will provide a fixed sum of money to your beneficiary every year, until the end of the policy term. PRUBright Family is the perfect solution if you have a stream of expenses which you would like to protect, such as household expenditure, outstanding loan repayments, or your children’s education expenses until they reach adulthood.

This product has other important benefits too – such as a lump sum death benefit, as well as a maturity benefit. This makes it an ideal insurance option for families which need a life insurance product to provide various streams of income benefits to cover for different needs at different times.

## Is this product right for you?

-  You have a family, or you are looking to start a family, and you would like to have overall family income protection.
-  You would like to have a guaranteed return of capital after a certain number of years.
-  You have a foreseeable stream of expenses which you would like to protect (such as household expenditure, outstanding loan repayments, or your children’s education expenses until they reach adulthood).
-  You value the diversity of income benefits from PRUBright Family, including immediate lump sum benefit, annual income benefit, and guaranteed return of premiums at policy maturity.
-  You would like to have a flexibility to choose your desired sum assured protection amount – because PRUBright Family has no sum assured limit\*

*\*subject to medical examination and underwriting conditions as determined by Prudential*



Annual Income Benefit – multiple years of protection income



Lump Sum Death/TPD Benefit – paid immediately on death/TPD



Maturity Benefit – full guaranteed return of premium at policy maturity with interest (whether insured event occurs or not)



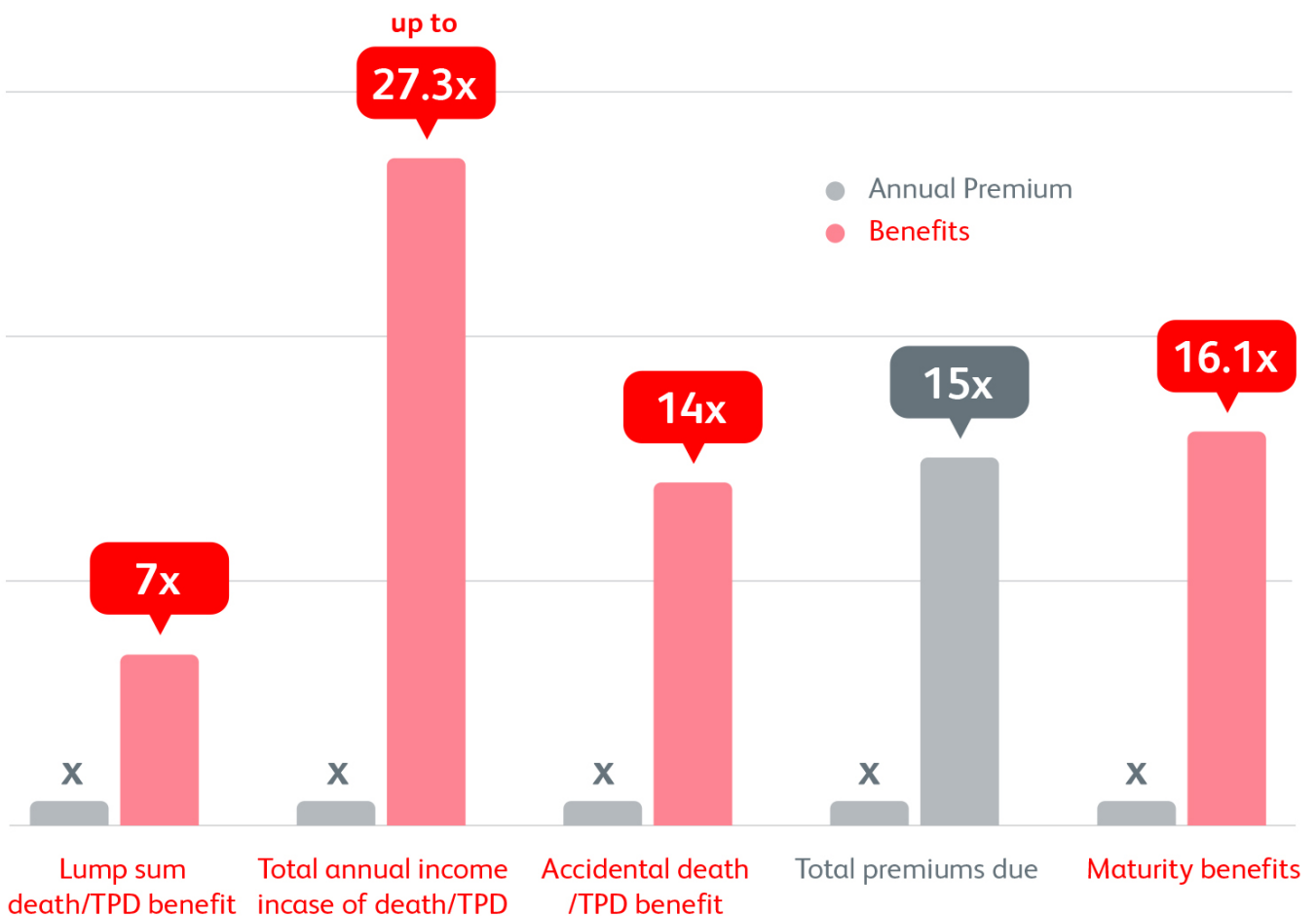
Waiver of Premium Benefit – all subsequent premiums are waived after event of death/TPD



Double benefit for accidental death and TPD



Flexible policy term to match your expense horizon



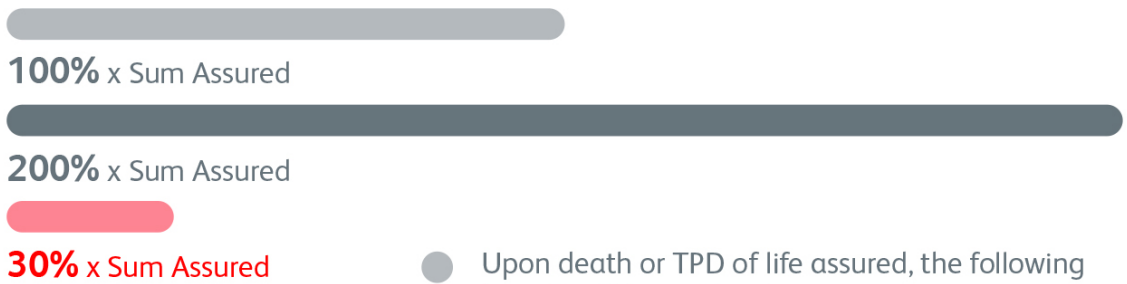
\*15 year term

\*Annual premium payment frequency

## Product Mechanics



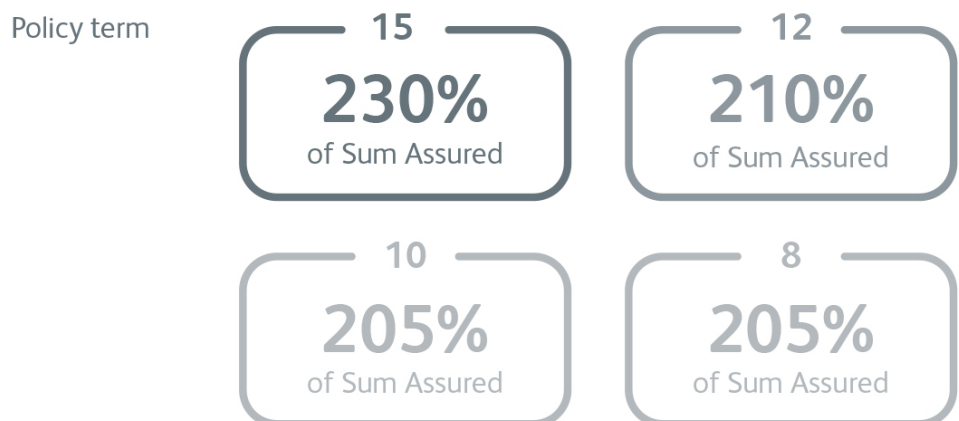
## Death / TPD Benefit:



- Upon death or TPD of life assured, the following benefit will be paid out.
- In case death or TPD is caused by accident, 2 times basic death/TPD benefit will be paid out instead.
- Upon death or TPD of life assured, an ongoing annual income benefit will be paid out every year to the beneficiary starting from the anniversary of death until the penultimate year of the policy before maturity.

## Maturity Benefit:

Provided the policy is still in force at the maturity date with all premiums paid\*, maturity benefit will be paid as a fixed ratio of the sum assured.



ALB	Age Last Birthday
TPD	Total Permanent Disability

\*The policy will not be terminated when the lump sum death/TPD benefit is claimed as the company will waive the remaining premiums such that the maturity benefit is still received

## Case Study






**Mrs. Vilayphone**

- 35 years old / Female
- decided to buy *PRUBright Family* with herself as the life assured with the following features:

Sum assured  
**LAK 100.000.000**

Policy term  
**15 years**

## Premium that Mrs. Vilayphone pays









Premium Payment Method	Monthly	Semi-annually	Annually
			
Premium	<b>LAK 1.428.500</b>	<b>LAK 7.500.000</b>	<b>LAK 14.286.000</b>
3 % discount for plans with sum assured of LAK70,000,000 or more	<b>LAK 1.385.500</b>	<b>LAK 7.275.000</b>	<b>LAK 13.857.500</b>

*\*The premiums quoted are for a standard life case. An additional premium may be charged for specific medical conditions, as per the underwriting assessment of the insurance proposal.*

## Benefits for Mrs. Vilayphone

**1**

Protection benefits for Mrs. Vilayphone's family in the event that she passes away or suffers Total Permanent Disability (TPD) in, for example, the third policy year:

<p>Natural causes</p>  <p><b>LAK 100.000.000</b></p>	+	<p>Total regular income her daughter will receive*</p>  <p><b>LAK 330.000.000</b></p>	+	<p>Maturity benefit</p>  <p><b>LAK 230.000.000</b></p>	=	<p>Total benefit her daughter will receive (natural causes)</p>  <p><b>LAK 660.000.000</b></p>
<p>Accidental causes</p>  <p><b>LAK 200.000.000</b></p>	+	<p>Total regular income her daughter will receive*</p>  <p><b>LAK 330.000.000</b></p>	+	<p>Maturity benefit</p>  <p><b>LAK 230.000.000</b></p>	=	<p>Total benefit her daughter will receive (accidental causes)</p>  <p><b>LAK 760.000.000</b></p>

**2**

Savings benefit for Mrs. Vilayphone and her family at the end of the policy term should none of the events under part 1 occur:

<p>Lump sum payment at the end of 15th year</p>  <p><b>LAK 230.000.000</b></p>
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 Waiver of remaining outstanding premiums after the third year = **LAK 166.290.000**

*\*Annual income benefit every year for 11 years starting from the anniversary of death until the penultimate policy year before maturity*



## FAQs

**Q** Do I need to do medical examinations to apply for a PRUBright Family policy?

**A** There can be some medical examinations required for application, depending on the applicant's age and desired amount of sum assured. Applicants of a higher age and selected sum assured may be subject to more additional medical examination items.

**Q** What if I cannot pay my premiums?

**A** You should only apply for this product if you intend to pay all of its premiums. If you miss any of your premium payments, you will have thirty (30) days grace period; and if the premiums due remain unpaid after the grace period, your policy will become lapsed and you will lose the policy's coverage. You may reinstate your policy within twenty-four (24) months from the date of lapse by paying all unpaid premiums to continue receiving the policy's coverage.

**Q** What if I would like to cancel my Prudential policy?

**A** You can cancel your PRUBright Family policy at any time.

**A** If you cancel your policy within the cooling-off period, we will return your paid premiums to you, net of any medical examination and administration costs. The cooling-off period is within thirty (30) days from the day you have signed the Acknowledgement Letter to acknowledge that you have received your policy.

**A** Starting from the 3rd year of your policy, PRUBright Family will accumulate a surrender value amount. This means that we will be able to refund part of your premiums paid back to you should you choose to cancel your policy after this point.

## About Us

Prudential was founded in London in 1848 with over 170 years of history. We are one of the insurance companies with the longest history.

Prudential operates in 15 countries across Asia, and is trusted by over 16 million customers regionally.

Prudential is headquartered in London and Hong Kong, and is listed on both the London Stock Exchange and Hong Kong Stock Exchange.

Prudential Laos is wholly owned by Prudential Corporation Asia. We opened our representative office in 2015 and received our operating license from Laos Ministry of Finance in April 2016. We offer a suite of life insurance products to provide financial protection and savings for the people of Laos. Currently Prudential Laos distributes our products and services through our network of reputable bank and broker partners, our direct sales force, and also our latest mobile application – **Pulse by Prudential**.

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### Contact information:



<https://www.prudential.la/>



Prudential Laos



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Prudential Life Assurance (Lao) Company Limited