



YOUR STEP UP TO SUCCESS



1 STEP CLOSER TO SUCCESS

Being part of a new industry is daunting. However, EDP is designed to provide a more seamless transition towards your journey as a wealth planner with us.

Our comprehensive development training ensures you begin with the right knowledge and skills to guide your success.





OUR MISSION

**DEVELOP OUR
AGENTS TO BE
ELITE WEALTH
PLANNERS AND
FUTURE LEADERS
OF PRUDENTIAL.**





MAKING OUR MARK

OUR PRESENCE IN ASIA

>170 Years

Since Founded

600,000+

Agents

15

Markets In Asia

16M+

Customers

97 YEARS IN MALAYSIA

#1

M'sia Life Insurer

#1

Takaful Market

>RM1 Billion

Yearly New Business
Since 2010

>20,000

Agents

1.92M

*Life Assured (Life Policies &
Group Policies) as of
31 Dec 2020.



OUR COMMITMENT TO INNOVATION

2009

Launched PRUHealth, the first medical plan that pays No Claim Bonus.

2010

Launched PRUMy Child, the first in the market to provide coverage for pregnancy and infancy periods.

2011

Launched PRUKasih, a Corporate Social Responsibility for low-income households.

2015

Introduced PRUValue Med, a medical rider to helps to safeguard against rising medical costs.

2018

Launched PRUCancer X, the highest cancer-specific insurance product, with coverage of up to RM2 million.

2019

Launched Pulse, an all-in-one, AI-powered mobile health app.

2020

Highest growth of MDRT producers in Malaysia.

HOW WE CONTINUE TO EVOLVE



An **Elite Platform** to help you learn, lead and develop into a future leader while attaining these incentives along the way:



**Financial
Support**



**EDP
Bonuses**



**Personal & Career
Development**



**Rewards &
Recognitions**



**Elite Booster
Series Training**

WHAT YOU CAN GAIN

Monthly Financing	Yearly Financing
RM5,000	RM60,000
RM4,000	RM48,000
RM3,000	RM36,000
RM2,000	RM24,000

EDP Special Bonus* Up to RM20,000

**Bonus subject to performance, terms & conditions apply.*

Learning Path



EMPOWERING YOU ALL THE WAY

Onboarding Programme

Build your foundation as a wealth planner starting with PRUElite Plus.

Personal Development Sharing

Boost your growth with 4x monthly sharing sessions.

Weekly Entrepreneurship Sharing

Learn from the best practitioners in the industry.

Wealth Management Empowerment

Understanding customer needs and customisation of plans.





**PROGRAMME
ELIGIBILITY**

ARE YOU THE PERFECT FIT?

- Fresh Graduate with Diploma or STPM holder and above.
- SPM holder with minimum working experience of 2 years
- Committed to a full time career change

START REALIZING YOUR DREAMS TODAY



elite
development
programme



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Get in Touch