

PRULife HeadStart Education Saver

Start your child's bright future today

Life Insurance

Limited Offer



PRUDENTIAL
保 誠 保 險

Listening. Understanding. Delivering.



Important notes

This product is a long-term life insurance plan and is not a bank deposit. Prudential Hong Kong Limited (Part of Prudential plc (United Kingdom)) (“Prudential” or “we”) is the underwriter of this plan.

Standard Chartered Bank (Hong Kong) Limited (“Standard Chartered”) is an insurance agent of Prudential.

Key risks

How may our credit risk affect your policy?

The guaranteed cash value (if applicable) and insurance benefit of your plan are subject to our credit risk, and are not guaranteed by Standard Chartered Bank (Hong Kong) Limited, Standard Chartered Bank or any of their subsidiaries or affiliates. If we become insolvent, you may lose the value of your policy and its coverage.

How may currency exchange rate risk affect your return?

Foreign currency exchange rates may fluctuate. As a result, you may incur a substantial loss when you choose to convert your benefits to other currencies. Additionally, the conversion of your benefits to other currencies is subject to exchange restrictions applicable at the time when the benefits are paid. You have the sole responsibility to decide if you want to convert your benefits to other currencies.

What are the risks of surrendering your plan or withdrawing money from your plan?

The liquidity of an insurance policy is limited. You are strongly advised to reserve adequate liquid assets for emergencies. For any surrender/withdrawal especially at the early stage upon policy inception, you may receive an amount considerably less than the premiums you paid.

How may inflation affect the value of your plan?

We expect the cost of living to rise in the future because of inflation. That means the insurance you take out today will not have the same buying power in the future (i.e., the benefit payouts might not be able to cover your future needs), even if the plan offers increasing benefit intended to offset inflation.

What happens if you do not pay your premiums?

You should only apply for this product if you intend to pay all of its premiums. If you miss any of your premium payments, we will automatically settle your outstanding premiums or premiums and levy(ies) by an automatic premium loan, with interest charged at a rate as determined by us. In the case the loan amount (plus accrued interest) exceeds the amount we allow for loan under the policy, we may terminate your policy and you may receive an amount considerably less than the premiums you paid, as well as losing the policy’s coverage.

Bonus philosophy

Policyholders of the Shareholder-backed Participating Plans shall enjoy a fair share of the relevant experience of the Shareholder-backed Participating Fund (the “Fund”) through the addition of non-guaranteed bonus. We aim to protect all policyholders’ respective rights and reasonable expectations by providing payments that are fair across different groups of policyholders. While the value of the plan is mostly affected by the overall performance of the Fund, smoothing may be applied to produce more stable returns over the long-term.

Factors affecting the bonus

- The non-guaranteed bonus of the plan includes a Terminal Dividend. The dividend we pay is not guaranteed and we may review and adjust it at our discretion. Factors that may affect it include (but not limited to):
 - i. Investment performance factors – Your plan’s performance will be affected by the return on the underlying investment portfolio of the plan and accumulation account. This could be driven by:
 - interest earnings from fixed-income securities and dividend from equity-type securities (if any);
 - capital gains and losses from investment assets;
 - counterparty default risk of fixed-income securities (such as bonds);
 - investment outlook; and
 - external market risk factors such as recessions and changes in monetary policies and foreign exchange rates.
 - ii. Claims factors – Our historical claims experience on death and/or other covered benefits, and projected future costs of providing death benefit and/or other covered benefits.
 - iii. Expense factors – These include direct expenses associated with issuing and maintaining your policy, such as commissions, overrides, underwriting and policy administration expenses. They may also include indirect expenses (such as general overheads) allocated to your policy.
 - iv. Persistency factors – Policy persistency (a measure of how long policyholders keep their policies) and any cash value withdrawal of a group of policies may impact the dividend we pay to the continuing policies.
- The actual future amounts of benefits and/or returns may be higher or lower than the values currently presented in the marketing materials. Our website at <https://pruhk.co/bonushistory-SHPAR-en> explains the bonus history.

Investment philosophy

Investment strategy

We aim to protect the rights and manage the reasonable expectations of all Shareholder-backed Participating policyholders. Our investment objective is to maximise policyholders' returns with an acceptable level of risk. We do this through a broad mix of investments.

The Shareholder-backed Participating Fund invests in various types of assets, such as equity-type securities and fixed-income securities to diversify investment risks. The equity-type securities aim to provide policyholders with the potential for a higher long-term return.

We adopt an actively managed investment strategy, which we adjust in response to changing market conditions. Under normal circumstances, our experts allocate a smaller proportion of higher-risk assets, such as equities, to insurance plans with a higher guarantee and a larger proportion of higher-risk assets to insurance plans with lower guarantees. In doing so, we aim to match the level of risk to the risk profiles of our products. We may utilise derivatives to manage risks or improve returns. We may also make use of securities-lending to enhance returns.

The following paragraphs explain the current investment mix according to our investment strategy. Should there be any material changes in the investment strategy, we will inform you of the changes and explain the reasons behind and their implications.

The investment mix of your plan

The current long-term target asset allocation is as follows:

Asset type	Allocation (%) USD-denominated policies
Fixed-income securities	60%
Equity-type securities	40%

Our guaranteed liabilities to the policyholders are mainly supported by fixed-income securities. The proportion of equity-type securities is also adjusted with reference to market environment. For example, the proportion of equities is generally lower when the interest rate level is low, and higher when interest rates rise (subject to the long-term target equity allocation).

We primarily invest in fixed-income securities rated at least investment-grade. A small portion of high-yield and emerging-market bonds may be included to improve yield and diversification.

For equity-type securities, most of the investments are in stocks listed on major international exchanges.

Our currency strategy is to broadly match the fixed-income securities to the underlying policy denomination, while we allow more flexibility for equity-type securities for diversification. Subject to market availability and opportunity, we may invest fixed-income securities in a currency other than the underlying policy denomination and currency hedging will be used to reduce the currency risk.

We invest globally to achieve diversification benefits and we currently have a higher relative allocation in the US and Asia which will be reviewed regularly.

We invest the amount in the accumulation account mainly in fixed-income securities.

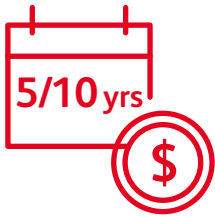



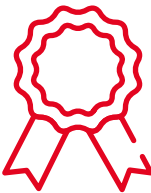



We actively manage and adjust actual exposure in response to changing market conditions and opportunities. Given asset values may vary due to changes in the economic environment and investment performance, the actual allocation may vary from the target allocation above. On a regular basis, we review the investment mix to be in line with our investment objectives and risk appetite. For more information on the investment mix, please refer to <https://pruhk.co/investmentmix-en>.

PRULife HeadStart Education Saver

Start planning now to give your child the best start in life. **PRULife HeadStart Education Saver** is a whole-life insurance plan that helps fund your child’s higher education and provide long-term savings for their life milestones like helping start their own business. Simply pay your premiums for 5 or 10 years, the plan offers 4 guaranteed cash coupon payouts – one on each policy anniversary following your child’s 18th, 19th, 20th and 21st birthdays, to support your child’s university education.

And, with **parental premium waiver benefit**, your child stays protected should the worst happen to you or to your spouse.

Plan highlights

			
A financial head start from just 5/10 years of premiums	Guaranteed cash coupon for your child’s education	Long-term savings for the milestones in your child’s life	Parental premium waiver benefit for continuous protection
			
Reward your child’s academic success	Guaranteed option to take out a new whole-life insurance plan with cash value when your child reaches age 21, with no health information needed	Boost your long-term savings with a non-guaranteed terminal dividend	A range of supplementary benefits

The benefits




A financial head start for your child's education and life milestones

PRULife HeadStart Education Saver allows you to turn **5 or 10 years** of premiums into the foundation for your child's financial future with a **guaranteed cash coupon**, a **guaranteed cash value** and a **non-guaranteed Terminal Dividend**.

You can use the plan to fund your child's university education and we will pay the **guaranteed cash coupon; 25% of the notional amount**. We will pay this coupon on **each policy anniversary** following their **18th, 19th, 20th and 21st birthdays**.

Apart from taking out the guaranteed cash coupon, you can leave it in the plan's accumulation account to earn non-guaranteed interest.

The plan also offers potential returns through its guaranteed cash value and the non-guaranteed Terminal Dividend. So, to help your child realise their dreams, you can take the cash value of your plan when you need it to help them on their way to starting a new business, buying a flat or getting married.

**What is a notional amount of the plan?**

Your policy will have a “notional amount”; the amount we use to calculate your plan’s premiums, guaranteed cash value, guaranteed cash coupon, non-guaranteed Terminal Dividend and other policy values. It does not represent the amount of death benefit we pay. If you change your notional amount, we will adjust your plan’s premiums, guaranteed cash value, guaranteed cash coupon, non-guaranteed Terminal Dividend and other policy values to reflect this.



Parental premium waiver benefit for continuous protection

The plan helps you protect your loved ones, even if you are no longer able to, with a **Parental Premium Waiver Benefit** – without the need to give us any health information. If the policyholder (or their spouse) is aged 18 – 50 when their plan comes into force, and unfortunately passes away before the premium term ends, we will waive the future basic premiums of their plan, starting from the next due premium. That means your loved ones’ protection stays in place, even when finances may be tight after the loss of a family breadwinner.

Except for death caused by an accident, the policy needs to have been in force for at least 2 years when the policyholder (or their spouse) unfortunately passes away to be eligible for this benefit. We cap the total protection amount for this benefit under all **PRULife** HeadStart Education Saver and **PRULife** HeadStart Dream Saver policies at USD 125,000 for the same policyholder, including their spouse. There is more about how this benefit works in the “Product summary” section below.



Reward your child’s academic success

If you take out the plan for your child, we will celebrate their educational achievements with our complimentary **Academic Success Award**. Your child can get one of the following award amounts once while the policy is in force. We may change the terms and conditions of the award from time to time.

Academic Success Award

Academic achievements	Criteria	Award amount
1. Hong Kong Diploma of Secondary Education (HKDSE)	At least 3 “5*” grades or above from an attempt of 6 subjects or more in 1 HKDSE sitting	HKD 2,000 for every subject that has met the criteria
2. Test of English as a Foreign Language (TOEFL)	Total score of 110 or above	HKD 5,000
3. International English Language Test System (IELTS)	Overall band score of 8 or above	HKD 5,000
4. International Baccalaureate Diploma Programme (IBDP)	Total score of 41 or above	HKD 5,000
5. Admission to any of the world’s top 10 universities	<ul style="list-style-type: none">• Upon admission of a full-time undergraduate programme to any of the world’s top 10 universities• The ranking is based on the source as determined by us from time to time	HKD 20,000



Guaranteed option to take out a new whole-life insurance plan with cash value

As your child grows, so will their insurance needs. That’s why the plans in this series offer a **Guaranteed Insurability Option** – we **guarantee** that you can **take out** a new **whole-life insurance plan** with cash value (that we will specify when you exercise this option) for your child (as the “life assured” – the person covered by the policy) when they reach age 21, with **no need** to give us any **health information**. So, you can rest assured that they will continue having long-term protection even their health condition changes.

The new policy can provide life cover up to 3 times of their existing policy’s notional amount, subject to the total sum assured of the new policies issued under **PRULife HeadStart Education Saver** and **PRULife HeadStart Dream Saver** covering the same life assured not exceeding USD 500,000.



Sign and go – no need for health information

You do not need to give us any health information to take out our **PRULife HeadStart Education Saver**. We only need health information if your total annualised premium is more than USD 500,000 for all the **PRULife HeadStart Education Saver** and **PRULife HeadStart Dream Saver** policies you have taken out under the same life assured in the past 24 months.

We also offer a premium discount if the notional amount of your policy is USD 100,000 or more. You can find more information in the “Premium discount” section under “Product summary” section below.



Boost your long-term savings with a non-guaranteed terminal dividend

PRULife HeadStart Education Saver is a Shareholder-backed Participating Plan that gives your child long-term savings as well as life cover.

The plan not only offers a guaranteed cash value, but also allows your money to grow through a non-guaranteed Terminal Dividend.

We will pay a guaranteed cash value when you surrender or terminate your policy on or after the 3rd policy anniversary.

We may also pay a non-guaranteed one-off Terminal Dividend when you surrender or terminate your policy or claim the death benefit on or after the 3rd policy anniversary.

There is more information on our Shareholder-backed Participating Plan and the way the Shareholder-backed Participating Fund works, including investment and bonus philosophies, at <https://pruhk.co/shareholderpar-en>.



A range of supplementary benefits

You can attach any of our supplementary benefits to this plan to enhance its protection; including accident, critical illness and medical cover. Some supplementary benefits need medical tests or have an age limit when you apply.

How does the PRULife HeadStart Education Saver work for you?

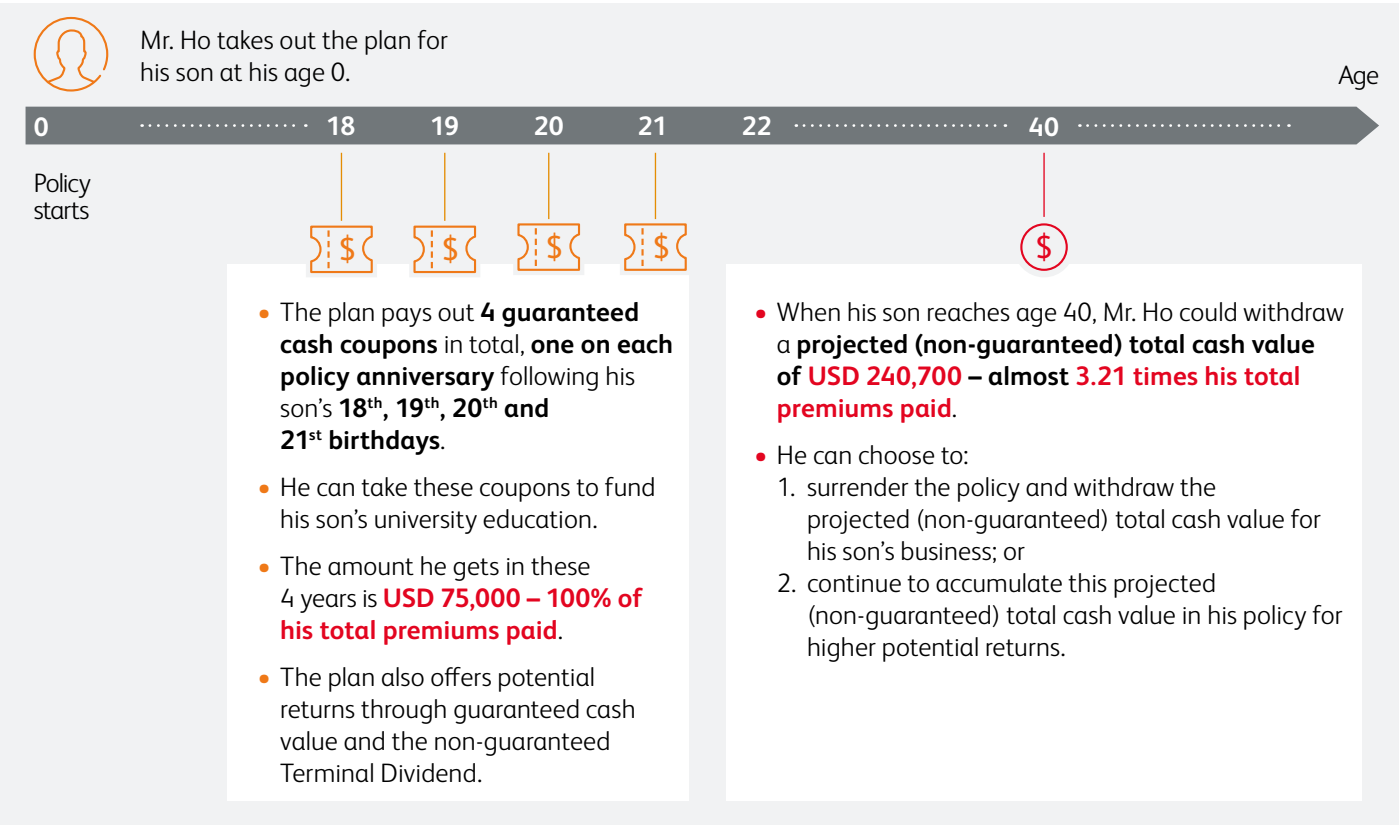


Education funding and long-term savings

Mr. Ho wants to save for his newborn son’s (age 0) education, so he selects a 5-year premium term PRULife HeadStart Education Saver that offers 4 guaranteed cash coupon payouts – one on each policy anniversary following his son’s 18th, 19th, 20th and 21st birthdays.

Mr. Ho’s policy details	
Premium term	5 years
Payout option for the guaranteed cash coupon	4 guaranteed cash coupon payouts – one on each policy anniversary following his son’s 18 th , 19 th , 20 th and 21 st birthdays.
Notional amount*	USD 75,000
Premium payment mode	Annual mode
Annual premium	USD 15,000
Total premiums paid	USD 75,000
Guaranteed cash coupon for each payout	USD 18,750
Total guaranteed cash coupon*	USD 75,000

* The notional amount and the total guaranteed cash coupon amount could be less than 100% of the total premiums paid. This percentage varies depending on the life assured’s age and the selected premium term and payment mode when we issued the policy.



Product summary

Plan type

Basic plan
(When this plan is a basic plan, it means you can choose to take out this plan as a standalone plan without enrolling with other type(s) of insurance product at the same time.)

Benefit term

Whole life

Premium term/Issue age/Currency

Premium term	Issue age (age next birthday [ANB])	Currency
5-year	1 – 11	USD
10-year	1 – 8	

- The life assured must be at least 15 days old when the proposal document is signed.

Guaranteed cash coupon

We will pay 25% of the notional amount as a guaranteed cash coupon on each policy anniversary following the life assured’s 18th to 21st birthdays.

Payment options for guaranteed cash coupon

You can choose from these options for your guaranteed cash coupon:

- Direct payout
 - We will pay your cash coupon directly into your HKD bank account in Hong Kong; or
 - We will pay them with a cheque in your choice of either HKD or USD.
 - If we pay the cash coupon in HKD, we will determine the exchange rate and we may change it from time to time.
- Accumulation
 - You can choose to leave your cash coupon in the accumulation account to earn non-guaranteed interest.
- Future premium settlement
 - You can deposit the cash coupon in the premium deposit account to pay the future premiums of the supplementary benefits under your plan, and/or any levies.

Accumulation account

- We may change the annual rate of interest we pay on money in the accumulation account from time to time at our sole discretion. This means the rate is not guaranteed.
- The actual rate depends on several factors. These may include:
 - investment performance;
 - liquidity requirements;
 - policyholders’ withdrawal from the account; and
 - the yields available in the market.
- If interest rates stay low for a persistently long period so that the effective interest rate earned on the accumulation account is less than the rate illustrated in the proposal, the actual accumulation account balance will be lower than we have illustrated.

Terminal Dividend

- The Terminal Dividend is a one-off non-guaranteed dividend.
- We normally declare the dividend annually and according to our declared dividend rates. We may change the dividend rates from time to time. The dividend is not guaranteed.
- We will declare the dividend for your plan from its 3rd policy anniversary.
- After each declaration of Terminal Dividend, the value may be adjusted and could be reduced comparing to previous declarations. As a result, the death benefit and surrender value may be lower than in previous years as well.
- We may pay this dividend when you surrender or terminate your policy or claim the death benefit on or after the 3rd policy anniversary.
- The declared dividend may rise and fall and does not accumulate within the policy or form a permanent addition to the policy’s value.
- We have the right to determine dividend rates and frequency of declaration at our sole discretion.

The benefits	How does the plan work for you	Product summary
Important notes	About Shareholder-backed Participating Plan	Plan highlights

Death benefit and its settlement option

- If the life assured passes away while the policy is still in force, we will pay the beneficiary a death benefit equal to:
 - the **higher** of:
 - > guaranteed cash value **plus** the Terminal Dividend (if any); and
 - > 105% of the total basic premiums you paid **less** the total guaranteed cash coupon paid;
 - **plus** the value of accumulation account (if any);
 - **less** any outstanding loans and interest.
- Death benefit settlement option:
 - You can decide, while the life assured is still alive, whether we pay your beneficiary the death benefit in a lump sum or as a series of monthly instalments or a mix of the 2. If the death benefit amount you opt to settle by monthly instalments is less than a certain amount that we determine, we will only pay the death benefit in a lump sum.
 - You can choose for us to settle the monthly instalments in a certain number of year options we provide.
 - If you choose the monthly instalment option, your beneficiary will receive the death benefit of a fixed amount each month and earn an interest on the remaining death benefit amount. We will pay the accumulated interest in the last instalment. We will determine the interest rate from time to time. This means the rate is not guaranteed and it depends on several factors including investment performance and the yields available in the market.
 - The beneficiary cannot make any changes to the way we pay the benefits at any time.
 - The remaining balance of the death benefit, which we pay by monthly instalments, will not participate in the Shareholder-backed Participating Fund or benefit from its profits.

Parental Premium Waiver Benefit

- The **Parental Premium Waiver Benefit** applies to the eligible policyholder of the plan if:
 - the policyholder is aged 18 – 50 when their plan comes into force, or on the date we accept any changes to the plan’s policyholder (whichever is later).
- The **Parental Premium Waiver Benefit** also applies to the eligible policyholder’s spouse of the plan given that:
 - the policyholder’s spouse has been registered and approved by us, and

- such registration can be made by the policyholder by completing and submitting a form to us if:
 - > the policyholder is the parent of the life assured of the plan when they register; and
 - > the policyholder’s spouse is the legally married spouse of the policyholder when they register; and
- the spouse is aged 18 – 50 when (a) the plan comes into force (if the policyholder registers them when we issue the policy), or (b) on the date when we approve their registration (if this is made after we issue the policy), whichever is later.
- We will pay this benefit when either the eligible policyholder of the plan or their spouse (collectively the “Covered Person(s)”) passes away at least 2 years (the “waiting period”) from (a) the effective date of the plan; or (b) the date we approve them as the Covered Person(s); or (c) the effective date they reinstate their plan, whichever is later (the 2-year waiting period does not apply to the death caused by an accident).
- We will waive the future basic premiums due of your **PRULife HeadStart Education Saver** (excluding the premiums for any supplementary benefits), starting from the next due premium.
- We cap the total protection amount for this benefit under all the **PRULife HeadStart Education Saver** and **PRULife HeadStart Dream Saver** policies covering any life assured under the same policyholder at USD 125,000 (the “cap amount”). This applies whether we pay this benefit on the death of the policyholder or their spouse.
- If the future basic premiums due under **PRULife HeadStart Education Saver** and **PRULife HeadStart Dream Saver** are more than the cap amount, you will need to pay the remaining basic premiums due by yourself.
- We will only pay this benefit for each **PRULife HeadStart Education Saver** policy once.
- The Covered Person(s) doesn’t need to provide us any health information for this benefit.
- If the life assured and any of the Covered Persons pass away at the same time, we will not pay this benefit; instead we will pay the death benefit of the life assured and end the policy.

Academic Success Award

- You can get this award if your child (as the life assured) meets any of the specified criteria of the respective academic achievements before the policy anniversary following the life assured’s age 25 and the policy has been in force for a year.
- You can claim this award amount only once, even if the life assured meets more than 1 of the specified criteria of the respective academic achievements.
- You can claim this award amount only once even if you have more than one **PRULife** HeadStart Education Saver and **PRULife** HeadStart Dream Saver policies for the same life assured.

Guaranteed Insurability Option

You (as the policyholder) can choose to take out a new whole-life insurance plan with cash value (that we will specify when you exercise this option) for your child (as the life assured) at a premium rate we determine, without the need to give us any health information, if:

- the sum assured of the new policy does not exceed 3 times of the existing policy’s notional amount; and
- the total sum assured of the new policies issued under **PRULife** HeadStart Education Saver and **PRULife** HeadStart Dream Saver covering the same life assured does not exceed USD 500,000; and
- you exercise this option within 3 months before and after the policy anniversary on or after they (as the life assured) reach age 21.

Surrender value

When you surrender your policy, we will pay a surrender value equal to:

- the guaranteed cash value;
- plus** the Terminal Dividend (if any);
- plus** the value of the accumulation account (if any);
- less** any outstanding loans and interest.

Cash value withdrawal

- You can choose to withdraw the guaranteed and non-guaranteed cash value (if any) from the policy by reducing the notional amount.
- If the notional amount reduces, the subsequent premium payments, guaranteed cash value, guaranteed cash coupon, non-guaranteed Terminal Dividend (if any) and the total basic premiums paid used for calculating the death benefit and **Parental Premium Waiver Benefit** will also be reduced. Therefore, any cash value you withdraw will reduce the death benefit and surrender value payable.

Policy loan

- To offer you extra financial flexibility in times of need, you can borrow up to 80% of your policy’s guaranteed cash value, while keeping the policy in force, as a policy loan.
- We will charge interest on policy loans from the dates you take them out until they are fully repaid.
- We calculate interest at a rate we determine, which we may change from time to time, and it is compounded annually (in other words, generating “interest on interest”).
- If you have taken out a loan on your policy, we will deduct any outstanding loans and interest from all applicable insurance benefits before we pass the remaining money to you. This means your insurance benefits may be lower than the amounts available without taking out a policy loan.
- If at any time the total outstanding amount (including interest) you owe us under the policy exceeds 90% of the guaranteed cash value of the policy, we will terminate the policy immediately and pay you the surrender value less any outstanding loans and interest, you may receive an amount considerably less than the premiums you paid, as well as losing the policy’s coverage.
- There is more information on the policy loan and the interest rate we charge at <https://pruhk.co/cs-policy-payment-en>.

Automatic premium loan

- If you fail to pay the “total modal premium” within 1 calendar month from the date it is due, this policy will automatically:
 - continue to be in-force if the “net cash value” of this policy is sufficient to pay the premium due and unpaid; and the amount of such premium or premium and levy will be automatically deemed to be paid by the premium loan you owe us (“automatic premium loan”) to keep enjoying the coverage under your policy; this is also applicable to the premium(s) or premium(s) and levy(ies) for any supplementary benefit(s) when the plan is paid up; or
 - terminate if the “net cash value” of this policy is insufficient to pay the premium due and unpaid. In this case, we may only pay you the surrender value less any outstanding loans and interest, and you may receive an amount considerably less than the premiums you paid, as well as losing the policy’s coverage.
- We will charge you interest on the automatic premium loan(s) starting from the date when the relevant automatic premium loan(s) is incurred and it is compounded annually (in other words, generating “interest on interest”). We will determine the interest rate charged on the automatic premium loan(s) and may change it from time to time.
- If you have taken out an automatic premium loan on your policy, we will deduct any outstanding loans and interest from all applicable insurance benefits before we pass the remaining money to you. This means your insurance benefits may be lower than the amounts available without taking out an automatic premium loan.
- “Net cash value” is the guaranteed cash value of this policy less any outstanding loans and interest that you owe us.
- There is more information on the automatic premium loan and the interest rate we charge at <https://pruhk.co/cs-policy-payment-en>.

Termination of the plan

We will terminate the plan when the first of these happens:

- the death of the life assured; or
- you surrender the policy; or
- you fail to pay the premium within the grace period of 1 calendar month from its due date and the net cash value of the policy is insufficient to exercise the automatic premium loan; or
- once the total outstanding loans and interest are more than 90% of the guaranteed cash value of the policy.

Additional Information

Premium structure

The premium rates are guaranteed and fixed. We will determine the premium based on the life assured’s issue age as well as the premium term you choose.

Total annualised premium

The calculation of the total annualised premium is equal to 100% of the annualised premium of the basic plan. When calculating the total annualised premium for the life assured, we will add together all the policies you have taken out under the same life assured.

Premium discount

Premium discount per USD 1,000 notional amount.

Notional amount	≥ USD 100,000	≥ USD 150,000	≥ USD 200,000
5-year premium term	1.4	1.8	2.1
10-year premium term	0.8	1.1	1.2

E.g. If the notional amount is USD 150,000, the premium discount for a 5-year premium plan would be USD 270 (USD 150,000 / 1,000 X 1.8).

Important information

Suicide clause

If the life assured commits suicide regardless of sane or insane within 1 year from the effective date of the policy or from the date of any reinstatement, whichever is later, the death benefit will be limited to a refund of the premiums paid without interest subject to the deduction of any amounts we have already paid and any indebtedness you owe us under the policy.

Cancellation right

A customer who has bought the life insurance plans has a right to cancel the policy within the cooling-off period and obtain a refund of any premium(s) and levy(ies) paid less any withdrawals. Provided that no claim has been made, the customer may cancel the policy by giving written notice to us within 21 calendar days immediately following either the day of delivery of (1) the policy or (2) the notice (informing the availability of the policy and expiry date of the cooling-off period) to the customer or his/her nominated representative, whichever is earlier. Such notice must be signed by the customer and received directly by Prudential Hong Kong Limited at 8/F, Prudential Tower, The Gateway, Harbour City, 21 Canton Road, Tsim Sha Tsui, Kowloon, Hong Kong within the cooling-off period.

The premium and levy will be refunded in the currency of premium and levy payment at the time of application for this policy. If the currency of premium and levy payment is not the same as the plan currency, the refundable premium and levy amount in plan currency under this policy will be converted to the currency of premium and levy payment at the prevailing currency exchange rate as determined by us in our absolute discretion from time to time upon payment. After the cooling-off period expires, if a customer cancels the policy before the end of benefit term, the actual cash value (if applicable) may be substantially less than the total amount of premiums paid.

Automatic Exchange of Financial Account Information

Over 100 countries and jurisdictions around the world have committed to adopt new rules for automatic exchange of financial account information (“AEOI”). Under the new rules, financial institutions are required to identify account holders who are foreign tax residents and report certain information regarding their investment income and account balance to the local tax authority where the financial institution operates. When countries or jurisdictions start exchanging information on an automatic basis, the relevant local tax authority where the financial account is maintained will then provide this information to the tax authority of the account holder’s country of tax residence. This information exchange will be conducted on a regular, annual basis.

Hong Kong has adopted the new rules into its legislation (please see the Inland Revenue (Amendment) (No. 3) Ordinance 2016 (“the Amendment Ordinance”) which came into effect on 30 June 2016). Therefore, the above requirements will be applicable to financial institutions in Hong Kong including Prudential. Under these rules, certain policyholders of Prudential are considered as “account holders”. Financial institutions in Hong Kong including Prudential are required to implement due diligence procedures to identify account holders (i.e. policyholders in case where the financial institution is an insurance company) and in the case where the account holder is an entity, its “controlling persons”, who are foreign tax residents, and report this information to the Inland Revenue Department (“IRD”) if required. The IRD may transfer this information to the country of tax residence of such account holders.

In order to comply with the law, Prudential may require you, the account holder, to:

- (1) complete and provide us with a self-certification form with information regarding your tax residence status, your tax identification number in your country or countries of tax residence, your date of birth, and in the case where the policyholder is an entity (for example, a trust or a company), the classification of the entity that holds the policy and information regarding “controlling persons” of such entities;
- (2) provide us all required information and documentation for complying with Prudential’s due diligence procedures; and
- (3) advise us of any change in circumstances which affect your tax residence status and provide us with a suitably updated self-certification form within 30 days of such change in circumstances.

According to the due diligence procedures set out in the Amendment Ordinance, self-certifications are required from account holders for all new accounts. As for pre-existing accounts, if a reporting financial institution has doubts about the tax residence of an account holder, it may require a self-certification from the account holder to verify its tax residence.

Prudential cannot provide you with any tax or legal advice. If you have doubts about your tax residence you should seek professional advice. You should seek independent professional advice on the impact that AEOI may have on you or your policy.

An account holder who knowingly or recklessly provides a statement that is misleading, false or incorrect in a material particular in making a self-certification to a reporting financial institution is liable on conviction to a fine at level 3 (HKD 10,000).

For further information on the implementation of the Common Reporting Standard and AEOI in Hong Kong, please refer to the IRD website: www.ird.gov.hk/eng/tax/dta_aeoi.htm.

Need more details? Get in touch
Please contact your consultant or call our Customer Service Hotline at 2281 1333 for more details.

Notes
PRULife HeadStart Education Saver is underwritten by Prudential Hong Kong Limited (“Prudential”). You can always choose to take out this plan as a standalone plan without enrolling with other type(s) of insurance product at the same time, unless such plan is only available as a supplementary benefit which needs to be attached to a basic plan. This brochure does not contain the full terms and conditions of this plan and is for reference only. It does not represent a contract between Prudential and anyone else. You should read carefully the risk disclosures and key exclusions (if any) contained in this brochure. Whether to apply for insurance coverage is your own individual decision. For further details and the full terms and conditions of this plan, please ask Prudential for a sample of the policy document.

Prudential has the right to accept or decline any application based on the information provided by the policyholder and/or life assured in the application.

Some life insurance plans may have a savings element, in which case, part of the premium will be used to pay for the insurance and related costs.

As the issuer of the life insurance plans, Prudential will be responsible for all protection and claims issues. Prudential is not an associate or subsidiary company of Standard Chartered. This brochure is not a contract of insurance and is intended to be a general summary for reference purpose only. Please refer to the policy for full terms and conditions. Standard Chartered does not accept any responsibility regarding any statements provided by Prudential or any discrepancies or omissions in the contract of insurance nor shall Standard Chartered be held liable in any manner whatsoever in relation to your contract of insurance.

This brochure is for distribution in Hong Kong only. It is not an offer to sell or solicitation to buy or provide any insurance product outside Hong Kong. Prudential and Standard Chartered do not offer or sell any insurance product in any jurisdictions outside Hong Kong where such offering or sale of the insurance product is illegal under the laws of such jurisdictions. This brochure does not constitute a contract of insurance or an offer, invitations or recommendation to any person to enter into any contract of insurance or any transaction described therein or any similar transaction.

In respect of an eligible dispute (as defined in the Terms of Reference for the Financial Dispute Resolution Centre in relation to the Financial Dispute Resolution Scheme) arising between Standard Chartered and the customer out of the selling process or processing of the related transaction, Standard Chartered is required to enter into a Financial Dispute Resolution Scheme process with the customer; however any dispute over the contractual terms of the product should be resolved directly between Prudential and the customer.



Prudential Hong Kong Limited

(Part of Prudential plc (United Kingdom))

8/F, Prudential Tower

The Gateway, Harbour City, 21 Canton Road

Tsim Sha Tsui, Kowloon, Hong Kong

Customer Service Hotline: 2281 1333

Corporate Website

www.prudential.com.hk