



## Prudential do Brasil Seguros de Vida S.A. Your Local Link to IGP in Brazil

### Why partner with Prudential do Brasil Seguros de Vida S.A.?

#### **Trusted expertise in the Brazilian life insurance market**

With over 28 years of experience and more than 6.5 million lives insured, Prudential do Brasil is the largest independent life insurer in the country. The company is known for its strong financial foundation, customer-centric approach, and commitment to delivering high-quality protection to individuals and businesses alike.

#### **Global strength, local focus**

As a subsidiary of Prudential Financial, one of the world's leading financial services groups, Prudential do Brasil brings global best practices to the local market. Their deep understanding of Brazil's regulatory and cultural landscape ensures tailored solutions that meet the needs of both domestic and multinational clients.

#### **Flexible and scalable group life solutions**

Prudential offers two core group life insurance plans: the Express Group Life Plan, ideal for small to mid-sized companies seeking simplified coverage, and the Corporate Group Life Plan, a fully customizable solution for larger organizations. Both plans can be enhanced with optional coverages such as critical illness, accidental death, and dependent protection.

#### **Comprehensive assistance and wellness programs**

Beyond financial protection, Prudential do Brasil supports employee well-being through a wide range of assistance services. These include mental health support, telemedicine, second medical opinions, estate planning tools, and lifestyle benefits such as nutritional guidance and pet assistance - helping employers care for their people in every aspect of life.

These services are optional and contracted separately, and are not part of the insurance coverage.

#### **Commitment to service excellence**

Prudential do Brasil is recognized for its high-touch service model, offering dedicated support to HR teams and insured employees. Their focus on empathy, responsiveness, and innovation ensures a consistently positive experience for clients and beneficiaries.

## Facts & figures

- IGP Network Partner since 2026
- Financial strength ratings (for Prudential Fiancial Inc.):
  - AM Best: A+ (per 5/8/2026)
  - Fitch: AA- (per 10/18/2024)
  - Moody's: Aa3 (per 615/2026)

## Recent awards & accolades

- World's Most Ethical Companies (2015–2025): Recognized for 11 consecutive years by the Ethisphere Institute.
- Seal of Excellence in Franchising (2023–2025): Awarded by the Brazilian Franchising Association (ABF) in the Services and Other Businesses category.
- Best Franchises in Brazil (2021–2024): Received a 5-star rating for four consecutive years.
- Cliente SA Bronze Trophy (2024): Winner in the “Leader in Consulting Project” category for the case “Voice of the Consumer: New Ways of Listening.”



## More information

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