



ASX Release

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Prudential Singapore selects Kyckr

Highlights

- Prudential Singapore, a top Singaporean life-insurance company selects Kyckr for a proof of concept, extending the Company's capabilities in the insurance sector
- One of three companies identified by Prudential's PRU Fintegrate Partnership programme, offering services which are aligned with Prudential's strategy and business requirements
- A successful proof of concept will see further potential expansion within other markets operated by Prudential globally

Kyckr Limited (ASX:KYK) (Kyckr or the Company), a regulatory technology company, is pleased to announce it will commence a proof of concept with Prudential Singapore for smart client onboarding services.

The proof of concept was awarded by Prudential, following the inaugural PRU Fintegrate Partnership programme and Kyckr's very successful participation in the Singapore Monetary Authority's Fintech Hackcelerator (Hackcelerator). Over 600 Fintech companies applied to enter the Hackcelerator worldwide. Kyckr was one of three companies chosen from a shortlist of six finalists, in acknowledgement of its unique value proposition, alignment with Prudential's strategy and business requirements and its potential to deliver a pilot successfully.

This year's programme participants were challenged to address one of the 19 insurance-related problem statements selected by Prudential at the Hackcelerator. The statements covered areas such as customer engagement, financial inclusion, Regtech and other financial categories.

Chief Executive Officer of Prudential Singapore, Wilf Blackburn, said: "Collaboration with fintechs is a key pillar of our digital strategy to make insurance simpler and more accessible. We look forward to working with our partners, Kyckr, Moxtra and Sqreem, to accelerate the development of new solutions and experience for our customers."

Managing Director of Kyckr, David Cassidy states: "The selection of Kyckr by Prudential to address the strategic and business requirements of the company further demonstrates the growing versatility of Kyckr's services and relevance to different industry sectors and markets."

Ends.

About Kyckr Limited

Kyckr is a global regulatory technology (RegTech) business, providing technology solutions to help protect against money laundering, fraud and tax evasion. Kyckr's solutions are connected to over 180 regulated primary sources, in over 120 countries, providing real-time company registry information on over an estimated 80 million businesses globally. Kyckr provides an automated technology solution to maintain up to date critical company identity information, in place of the traditional error and fraud prone manual people based processes.

To learn more about Kyckr, visit www.kyckr.com



About Prudential Singapore

Prudential Singapore, an indirect wholly-owned subsidiary of UK-based Prudential plc, is one of the top life insurance companies in Singapore. It has been serving the financial and protection needs of Singaporeans for 86 years. Its focus is to bring well rounded financial solutions to customers through its multi-channel distribution network, with product offerings in Protection, Savings and Investment. It is one of the market leaders in Protection, Savings and Investment-linked plans with S\$29.4 billion funds under management as at 30 June 2016. In 2014, it was awarded an AA Financial Strength Rating by leading credit rating agency Standard & Poor's. www.prudential.com.sg

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