

# CECP 2020 Virtual Summit



## **About Prudential Financial**

Prudential Financial, Inc. ([NYSE: PRU](https://www.nyse.com/quote/nyse:pru)), a financial wellness leader and premier active global investment manager with more than \$1 trillion in assets under management as of March 31, 2020, has operations in the United States, Asia, Europe, and Latin America. Prudential's diverse and talented employees help to make lives better by creating financial opportunity for more people. Prudential's iconic Rock symbol has stood for strength, stability, expertise and innovation for more than a century. For more information, please visit [news.prudential.com](https://news.prudential.com).

## **About Prudential CSR**

Prudential was founded on the belief that financial security should be within reach for everyone. A strong sense of social responsibility has remained embedded in the company, guiding our efforts to help people now and in future generations achieve peace of mind and a more secure future. Prudential's commitment to doing business the right way, strengthening communities and providing an inclusive work environment is reflected in its inclusion in awards such as the 2019 Fortune World's Most Admired Companies and [2019 Fortune Change the World](#) lists. In 2020, it also became one the first institutional investors to grow and manage a [\\$1 billion AUM impact investing portfolio](#).

## **Social Investment Spotlights**

### **COVID-19 Relief Efforts**

The COVID-19 pandemic is creating suffering in our neighborhoods and across the globe. Prudential has aided response efforts in a variety of ways to safeguard and support community, employee and customer needs. [These initiatives](#) include rent forgiveness in the local Newark Community, deploying capital to struggling small businesses, managing employee benefits, and more. Prudential CEO Charlie Lowery also joined New Jersey Governor Phil Murphy's task force [Restart and Recovery Commission](#) to help create a blueprint to guide the state's economic recovery from the pandemic. Lata Reddy, Senior Vice President of Diversity, Inclusion & Impact at Prudential, is leading the [Economic Recovery Committee](#) in Newark.

### **\$1billion milestone**

Among financial services companies, Prudential has been a pioneer in investing for impact for decades, having formalized its program in 1976. In 2014 the company set a bold goal to invest \$1 billion in assets under management by 2020. It has [delivered on that promise](#) by helping find, fund and incubate unconventional solutions to societal and business challenges. Prudential's portfolio encompasses approximately 200 investments in partners and projects that tackle pressing societal issues, such as financial inclusion, affordable housing, education and preparing workers for jobs of the future.