

Business Resource Groups (BRGs)



INTRODUCTION

At Prudential, the focus is to embed Equity and Belonging into every aspect of the business. For over three decades, Prudential's employee-led Business Resource Groups (BRGs) have played a vital role by championing inclusion, helping peers grow their networks, and providing valuable insights that enable the company to develop products and services that better serve its customers.

THE B IN BRG

While many companies refer to their affinity groups as Employee Resource Groups, or ERGs, Prudential has always used the term Business Resource Groups in recognition of their ability to deliver business value and meet the needs of the communities we aim to serve. BRGs have created safe spaces for employees to share their experiences and learn from each other. Additionally, by design, Prudential's BRGs are uniquely positioned to provide insights that drive product development, talent management, and market strategy for our businesses. Each BRG has Business Leads, who are accountable for identifying opportunities where BRG members can inform and support business goals.

FROM INSIGHTS TO IMPACT

BRGs are increasingly playing a role in how Prudential goes to market. As the company focuses on reaching a broader range of customers than ever before, they have leaned into the BRGs for their expertise and relationships to inform the development of solutions that better meet the needs of the mass market. Specifically, this approach helped support the launch of *Blueprints to Black Wealth*, Prudential's first holistic, multifaceted growth strategy aimed at addressing the financial wellness needs of Black Americans. In addition, BRGs have participated in design sprints and focus groups to influence targeted marketing campaigns and product designs.

EXPANSION

Forty-one percent of Prudential's U.S. employees participate in at least one of the eight BRGs, reflecting the value that these groups provide to employees and the business. BRG membership continues to expand as part of ongoing efforts to further an inclusive workplace culture, where everyone contributes to industry-leading customer experiences.

In the past several years, new BRGs have activated in Brazil, Japan and the UK, supporting our international businesses to help the company remain informed and competitive in the global marketplace.

INCLUSION COUNCIL

Prudential's executive leadership recognizes the important role BRGs play in cultivating a culture of belonging and driving business outcomes. The Enterprise Inclusion Council, led by Chairman and CEO Charles Lowrey, was created in 2019 to provide a forum for two-way communication between BRG members and executive leadership. The meetings are an opportunity for senior management to hear directly from the BRGs about what is top of mind for their members and incorporate those insights into enterprise-wide strategic planning and DEI initiatives.

WHAT'S NEXT

In 2024, the BRGs aim to:

- Maximize connection and processes to leverage BRG insights for priority business initiatives that address the needs of diverse, middle and mass markets
- Develop BRG programming focused on intersectionality to engage more of Prudential's employee base. These events will highlight how race, class, gender, disability, and other individual characteristics intersect with one another and how that impacts people's lived experiences
- Continue to scale international presence to better serve and represent Prudential's global footprint.