



Republic of the Philippines
Department of Finance
INSURANCE COMMISSION
1071 United Nations Avenue
Manila



Insurance Commission Ruling (ICR) No.:	2021-04
Date:	06 August 2021

MR. ANTONIO G. DE ROSAS
President and CEO
Pru Life Insurance Corporation of U.K.
9/F Uptown Place Tower 1,
1 East 11th Drive, Uptown Bonifacio,
1634 Taguig City

Subject: **Sale of e-vouchers on Shopee, Lazada, and other online-selling platforms**

Dear **Mr. de Rosas**:

This refers to your letter dated 09 June 2021 informing the Insurance Commission that Pru Life Insurance Corporation of U.K. (Pru Life UK) will be selling e-vouchers for individual life insurance on Shopee, Lazada, and other online-selling platforms (“Platforms”). Per your letter, the e-vouchers shall operate as follows:

“The e-vouchers, which may be purchased by users of the Platforms (“User” or “Users”), will be used as a digital payment method. x x x

The customer journey for the Platform will be as follows:

- 1) User logs in to the Platform.
- 2) User searches the insurance e-voucher.
- 3) User buys an e-voucher from the Platform. User may keep the voucher for their own use or gift the same to other persons.
- 4) The bearer of the e-voucher (“Bearer”) goes to Pru Life UK’s PRUShoppe microsite (<https://www.activate.prushoppe.com/>), where the e-voucher will be redeemed and used as payment for the policy. The insurance application process will be completed entirely in the microsite.
- 5) Upon successful redemption, the Bearer will receive the issued policy and related documents via their registered email address.

If for any reason, it is found that the Bearer is not eligible for the