



PRESS RELEASE

Michelle Yeoh joins 1,500 university students to launch SAFE STEPS Road Safety campaign in Vietnam

9 April, 2017 – Ho Chi Minh City, Vietnam

Actress and United Nations Development Programme Goodwill Ambassador and the Federation Internationale de l'Automobile (FIA) High Level Panel Spokesperson, Michelle Yeoh, joined 1,500 university students in Ho Chi Minh City, Vietnam, to launch the SAFE STEPS Road Safety campaign, a pan-Asian public service initiative spearheaded by Prudence Foundation in partnership with National Geographic and the Federation Internationale de l'Automobile (FIA).

Globally, more than 1.25 million people are killed on the roads annually and nearly 50 million injured, and the majority of these accidents take place in low- and middle-income countries. SAFE STEPS is a series of public service announcements with the objective of raising awareness and providing clear, educational information on common road safety issues. SAFE STEPS is supported and implemented by National Traffic Safety Committee, Ho Chi Minh Traffic Safety Committee, Ho Chi Minh Youth Union, and AIP Foundation - a road safety non-profit organization with 17 years of experience is supporting the launch of the initiative in Vietnam.

"In my time as a road safety advocate, I have seen private companies, governments, NGOs, and communities come together to develop creative solutions that save lives. This campaign is a powerful example of the multi-sector cooperation that is necessary for achieving the UN's Sustainable Development Goals," said Michelle Yeoh, SAFE STEPS Road Safety Ambassador and United Nations Global Road Safety Ambassador.

The event kicked off with a motorcycle roadshow aimed at promoting the use of helmets. The parade made its way through downtown Ho Chi Minh City and culminated in an interactive event at the Youth Culture House with participation of Ambassador Michelle Yeoh; Dr. Khuat Viet Hung, Executive Vice Chairman of National Traffic Safety Committee; Mr. Jean Todt, President of FIA and United Nations Special Envoy for Road Safety; Ms. Jolene Chen, a member of the Prudence Foundation Board of Trustees; Mr. Greig Craft, President and Founder of AIP foundation; and Vietnamese celebrities.

During the event, the officiating guests signed the SAFE STEPS commitment and discussed road safety issues with the students in attendance. Students also participated in interactive games related to the campaign's six issue areas: motorcycles, pedestrians, distracted driving, drunk driving, seat belts, and speed limits. Five hundred students were also invited to exchange their non-standard helmets for quality ones.

"The Party and State of Socialist Republic of Vietnam pledged to implement comprehensive solutions to ensure the safety of people on the road. At the same time, we appreciate the cooperation and contribution of international and local organizations and private sectors for the aim of traffic safety for Vietnamese. We believe that the Prudence Foundation project, through a series of activities that have been effectively coordinated with international partners, will contribute to the building of a transportation culture for the Vietnamese people and It creates a safer, more friendly transportation environment, " said Dr. Khuat Viet Hung. " We also believe that the program's activities will be implemented in Ho Chi Minh City and Hanoi will have to implement the 2017 Traffic Safety with the theme of "Building a Transport Culture for Youth" in two those cities and across the country. "

"If we are going to reduce road crash deaths and injuries worldwide, it is crucial that diverse stakeholders begin to increase funding for life-saving initiatives," Jean Todt, President of FIA, said. "I am proud that FIA is able to partner with Prudence Foundation and other key players from across industries to set an example for future road safety campaigns."



“Prudence Foundation, as part of Prudential, cares deeply about health, safety, and protecting lives. We are honored to be launching our SAFE STEPS Road Safety campaign in Vietnam. Vietnam has nearly 45 million motorcycles on its roads coupled with dangerous pedestrian environments, making it home to a huge population of vulnerable road users. With its easy-to-follow educational messages that are critical for road safety, we believe this program will help keep motorcyclists and pedestrians, including university students, in Vietnam safe,” Jolene Chen, Vice Chairman of the Prudence Foundation, said.

“Getting young people engaged is critical to saving lives on Vietnam’s roads. By working with university students, SAFE STEPS Road Safety will play a critical role in creating the next generation of safe road users,” said Greig Craft, President of AIP Foundation.

SAFE STEPS Road Safety public service announcements featuring Yeoh are shown across Asia on FOX channels reaching out to 80million households every day. Campaign activities are also being implemented in Malaysia, Indonesia, the Philippines, Thailand, Myanmar, and Cambodia. In Vietnam, campaign billboards will be installed across the city centers of Ho Chi Minh City and Hanoi, as well as at 12 universities. Public service announcements will also be aired on national television stations and social media networks, as well as at hospitals and universities.

The educational messages are also featured on the SAFE STEPS website, www.safesteps.com. Visitors to the website can access educational materials such as pamphlets and posters that can be downloaded for further dissemination in local communities. Through the combination of television, online and print materials, SAFE STEPS Road Safety aims to communicate important life-saving information to as many people in Asia and across the world.

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About AIP Foundation

AIP Foundation is a nonprofit organization dedicated to preventing road injuries and fatalities in low- and middle-income countries. Since 1999, AIP Foundation has been delivering effective road safety programs in locations across Asia and Africa. To find out more, visit www.aip-foundation.org or connect with us on Twitter @AIPFoundation.

About Prudence Foundation

Prudence Foundation is the community investment arm of Prudential in Asia and is a registered charitable entity in Hong Kong. Its mission is to make a lasting contribution to Asian societies through sustainable initiatives focused on three key pillars: Children, Education and Disaster Preparedness and Recovery. Under each pillar, the Foundation runs regional flagship programs as well as local programs working in partnership with NGOs and governments in order to maximize the impact of its efforts. The Foundation embodies the long-term and heartfelt commitment of Prudential and its people in Asia to provide innovative, focused, and practical support to their communities.

www.prudencefoundation.com

About Actress and Road Safety Ambassador Michelle Yeoh:

Michelle Yeoh is a world-famous actress, producer, and Ambassador of Global Road Safety. Since 2008, she has been a pioneer in the Make Roads Safe campaign and is a successful advocate for the "Call for a Decade of Action" around the world. She traveled around the world to film the "Turning Point" documentary, which was broadcasted on the BBC in 2009. She also played an important role in advocating for major initiatives such as the Action for Road Safety campaign of FIA, #SaveKidsLives campaign, and now the SAFE STEPS Road Safety campaign.

Michelle Yeoh is currently the Global Road Safety Ambassador for the UN Decade of Action for Road Safety 2011-2020 and a spokeswoman for the new Senior Road Safety Working Group of FIA ([www. roadsafety2030.com](http://www.roadsafety2030.com)), which aims to engage the private sector in overcoming road safety challenges around the world.

In March 2010 and April 2014, she represented Malaysia at the UN General Assembly where 100 governments approved the Decade of Action and spoke at the Ministerial Workshop of World Bank and Asian Development Bank.



Michelle Yeoh has played in more than 30 films including James Bond: Tomorrow Never Dies, Crouching Tiger Hidden Dragon, Memoirs of a Geisha, Life Story The Lady. In 1983, she graduated with a bachelor of creative arts in the UK. In the same year, she was crowned Miss Malaysia and quickly became the leading lady in Hong Kong for performing her own stunts in her first action movie, Yes Madam. In 2001, she was awarded the title "Dato" by the head of the northern state of Perak, Malaysia, and later the title of "Dato Seri" in 2012. In March 2012, she was awarded "Officier de la Légion d'Honneur" by the French President Nicolas Sarkozy. In 2014, Michelle was awarded the "Tan Sri" title by the Malaysian government, the highest and most honorable title in Malaysia.

About Federation Internationale de l'Automobile (FIA)

FIA is the governing body of the world's motorsports industry and the world's largest motoring association founded in 1904, with head offices located in Paris and Geneva. The FIA is a non-profit association that brings together more than 235 sporting and motorcycle organizations in more than 140 countries across the world. FIA clubs represent the millions of people involved in road traffic and their families.

The FIA is very active in advocating for the interests of road users and is involved in safety, mobility, sustainability and consumer law at the UN, in the European Union and International organizations. FIA is committed to supporting global road safety initiatives through the FIA Road Safety Action.

To find out more, visit www.fia.com

About National Geographic Channels International

National Geographic Channels International (NGCI) is a firm owned by National Geographic Ventures and FOX Entertainment Group, NGCI contributes to the commitment of the National Geographic Society for its discovery, conservation, and education through six channels: National Geographic Channel, National Geographic Channel HD, Nat Geo Wild, Nat Geo Wild HD, Nat Geo People and Nat Geo Mundo. NGCI always inspires audiences with a variety of creative programs, revolving around what is already known, how we observe the world, and what drives us forward.

National Geographic Channel (which includes NGC America, a joint venture between NGV and Fox Cable Networks Group) is broadcasted in 171 countries, in 45 languages, serving more than 440 million viewers. In Asia, National Geographic channels operated and distributed by FOX International Channels.

To find out more, visit www.natgeotvn.com

About Prudential Corporation Asia

Prudential Asia is the business firm of Prudential plc *, operation in life insurance and asset management - Eastspring Investments Company. Prudential is the leading life insurance company in 12 markets in Asia, including Malaysia, Singapore, Hong Kong, Thailand, Indonesia, Cambodia, Philippines, India, Taiwan, Vietnam, China, And Korea. Prudential leads the life insurance market in terms of market coverage with a pioneering position in many countries with more than 550,000 consultants and employees throughout the region, serving more than 14 million life insurance clients.

Eastspring Investment Fund is one of Asia's largest asset management companies and currently operates in 10 markets including North America, United Arab Emirates and Luxembourg, manage the assets of £85,3 billion (as of June 30, 2015).

* Prudential plc is listed on the London Stock Exchange (code PRU.L), Hong Kong (code 2378.HK), Singapore (code K6S.SG) and New York (code PUK.N). Prudential plc is not affiliated with Prudential Financial, Inc., a US-based business.

To find out more, visit www.prudentialcorporation-asia.com

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