

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 [Prudential's first holistic, multifaceted growth strategy aimed at adding value to customers' lives](#).

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