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## **PRESS RELEASE- AFRICA PRUDENTIAL BLAZE THE TRAIL, LAUNCHES USSD CODE \*4018#**

Africa Prudential Plc has raised the bar in registrars business and shareholder experience in Nigeria when the company unveiled her new USSD code \*4018# at a launch held in Lagos yesterday, January 31, 2018.

According to the product brief, the USSD code \*4018# is nicknamed “Personal Registrar” because it clearly redefines the landscape of registrar service delivery in Nigeria. With \*4018#, shareholders can check their outstanding dividend, shareholding balance, confirm bank mandate, check postal address, and e-mail address right on their mobile phone. The service works on all kinds of mobile phones and networks, and does not require internet data. It is available 24/7. Shareholders only need to dial the code to enter the service environment.

Speaking on what drives the company to persistently pursue exceptional service experience in the capital market, Managing Director/CEO, Mr. Peter Ashade, explained that it is a culture the company has developed over the years. “That is why we continuously embark on product development and process improvement to deliver exceptional customer experience to her various clients across sectors of the economy, while exciting the Nigerian capital in whole. He explained that the new product is borne out of the company's culture of excellence and persistent drive to improving investors' confidence in the market.

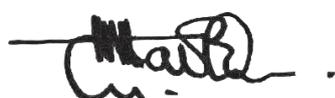
Mr. Ashade stated further that at the announcement of the company's change of name from Africa Prudential Registrars Plc to Africa Prudential Plc in 2017, it was emphasized that the name change does not imply its exit from registrar business but rather to enable her extend service offerings to other sectors of the economy by leveraging technology.

While speaking with key Capital Market stakeholders present at the launch, Mrs. Bridget Bayo-Ajayi, Head, Business Development encouraged shareholders whose mobile number is not currently registered on the company's database to execute a shareholder data update form for their mobile number to eligible for the service.

Representing shareholders at the event, Mrs. Bisi Bakare of Pragmatic Shareholders Association lauded Africa Prudential for putting shareholders convenience first by launching the first-of-its-kind product in registrars business. Also speaking on the issue, Mr. Emmanuel Nnorom, Non-Executive Director, stressed that the product is not just about Africa Prudential, but the entire registrar business in Nigeria. He encouraged other players in the market to follow suit in breaking new grounds.

It would be recalled, among others that the company was named the Best Registrar Firm in West Africa by Africa-Canada Trade Alliance at the 7th Edition of the West Africa Innovation and Excellence Awards in 2017 in recognition of outstanding innovations and advocacy role in the Capital Market.

Thank you.



Peter Ashade  
Managing Director/CEO  
For: **Africa Prudential Plc**