

Shareholder information

Financial calendar

Ex-dividend date for 2006 interim dividend	16 August 2006
Record date	18 August 2006
Payment of 2006 interim dividend	27 October 2006

Share dealing services

The Company's Registrar, Lloyds TSB Registrars, offer a postal dealing facility for buying and selling Prudential plc ordinary shares, telephone 0870 242 4244. They also offer a telephone and internet dealing service, Shareview, which provides a simple and convenient way of selling Prudential plc ordinary shares. For telephone sales call 0870 850 0852 between 8.30am and 4.30pm, Monday to Friday, and for internet sales log on to www.shareview.co.uk/sharedealing

American Depositary Receipts (ADRs)

The Company's ordinary shares are listed on the New York Stock Exchange in the form of American Depositary Shares, evidenced by ADRs and traded under the symbol PUK. Each American Depositary Share represents two ordinary shares. All enquiries regarding ADR holder accounts should be directed to JP Morgan, the authorised depository bank, at JP Morgan Service Center, PO Box 3408 South Hackensack, NJ 07606-3408, USA, telephone 001 201 680 6630 or log on to www.adr.com

Electronic communications

The Company offers all shareholders the opportunity of registering to receive future shareholder communications electronically via the internet rather than in paper form through the post. To register for the service, please refer to www.shareview.co.uk

Shareholder enquiries

Lloyds TSB Registrars, The Causeway, Worthing, West Sussex BN99 6DA
Telephone: 0870 600 0190
Facsimile: 0870 600 3980
Textel: 0870 600 3950 (for hard of hearing)

Irish branch register

The Company operates a branch register for Irish shareholders. All enquiries regarding Irish branch register accounts should be directed to Capita Corporate Registrars Plc, Unit 5, Manor Street Business Park, Manor Street, Dublin 7. Telephone: 00 353 1 810 2400. Facsimile: 00 353 1 810 2422

Dividends for overseas residents

It is now possible to pay dividends in some other currencies. Please telephone +44 121 415 7026 for more information.

Scrip dividend alternative

The Company will again be offering a scrip dividend alternative in respect of the interim dividend of 5.42 pence per ordinary share for the period ended 30 June 2006. The number of new shares each shareholder who elects to take scrip will be entitled to receive is calculated by dividing the total cash dividend due on each holding of ordinary shares as at the record date (18 August 2006) by the reference price for each new ordinary share.

The reference price is calculated as the average of the middle market quotations for the Company's ordinary shares as derived from the Daily Official List of the London Stock Exchange for the five business days which commenced on 16 August 2006. Further details of the scrip dividend alternative will be mailed to shareholders in September 2006.

ShareGift

Shareholders who only have a small number of shares whose value makes it uneconomic to sell them may wish to consider donating them to ShareGift (Registered Charity 1052686). The relevant share transfer form may be obtained from Lloyds TSB Registrars. Further information about ShareGift may be obtained on 020 7337 0501 or from www.ShareGift.org. There are no implications for capital gains tax purposes (no gain or loss) on gifts of shares to charity and it is also possible to obtain income tax relief.