

# Additional information

## Shareholder information

### Analysis of registered shareholder accounts

Size of shareholding	31 December 2007			
	Number of shareholder accounts	% of total number of shareholder accounts	Number of shares	% of total number of shares
Over 10,000,000	45	0.06	1,247,014,066	50.49
1,000,001–10,000,000	282	0.37	835,087,415	33.82
500,001 – 1,000,000	160	0.21	111,971,251	4.53
100,001 – 500,000	541	0.71	124,572,140	5.04
10,001 – 100,000	2,480	3.27	64,590,467	2.61
5,001 – 10,000	3,345	4.40	23,334,741	0.94
1,001 – 5,000	22,084	29.08	49,117,343	1.99
1 – 1,000	47,011	61.90	14,329,817	0.58
<b>Total</b>	<b>75,948</b>	<b>100</b>	<b>2,470,017,240</b>	<b>100</b>

### Financial calendar

2007 final dividend – deadline for new scrip dividend mandates	2 May 2008
Annual General Meeting	15 May 2008
Payment of 2007 final dividend	20 May 2008
Announcement of 2008 interim results	31 July 2008
Interim ex dividend date	13 August 2008
Interim record date	15 August 2008
Payment of 2007 interim dividend	23 September 2008

### Shareholder enquiries

Equiniti Limited  
 Aspect House  
 Spencer Road  
 Lancing  
 West Sussex BN99 6DA  
 Tel: 0871 384 2035  
 Fax: 0871 384 2100  
 Textel: 0871 384 2255 (for hard of hearing)

Calls to 0871 numbers are charged at eight pence per minute from a BT landline. Other telephony providers costs may vary.

### Dividend mandates

Shareholders may find it convenient to have their dividends paid directly to their bank or building society account. If you wish to take advantage of this facility, please call Equiniti and request a 'Dividend Mandate' form. Alternatively, you may download a form from [http://www.prudential.co.uk/prudential-plc/investors/shareholder\\_services/](http://www.prudential.co.uk/prudential-plc/investors/shareholder_services/)

### Evergreen scrip dividend scheme

The Company will be offering an evergreen scrip dividend scheme in respect of the final dividend for the year ending 31 December 2007. The number of new shares each participating shareholder will be entitled to, is calculated by dividing the total cash dividend due at the record date (11 April 2008) by the scrip reference price.

The scrip reference price is calculated as the average of the middle market quotations for the Company's shares as derived from the Daily Official List of the London Stock Exchange for the five business days which commenced on 9 April 2008.

Once signed up to the evergreen scrip, shareholders will automatically receive shares for all future scrip dividends. This election can be cancelled at any time by the shareholder. Further details of the scrip dividend scheme are available on the Company website at [http://www.prudential.co.uk/prudential-plc/investors/shareholder\\_services/](http://www.prudential.co.uk/prudential-plc/investors/shareholder_services/)

### Electronic communications

Shareholders are encouraged to elect to receive shareholder documents electronically by registering with Shareview at <http://www.shareview.co.uk>. This will save on printing and distribution costs, creating environmental benefits. When you register, you will be sent an email notification to say when shareholder documents are available on our website and you will be provided with a link to that information. When registering, you will need your shareholder reference number which can be found on your share certificate or proxy form. Please contact Equiniti if you require any assistance or further information.

### **Share dealing services**

The Company's Registrars, Equiniti, offer a postal dealing facility for buying and selling Prudential plc ordinary shares, telephone 0871 384 2248. They also offer a telephone and internet dealing service, Shareview, which provides a simple and convenient way of selling Prudential plc shares. For telephone sales call 0871 384 2020 between 8.30am and 4.30pm, Monday to Friday, and for internet sales log on to <http://www.shareview.co.uk/dealing>.

### **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 is available on our website at [http://www.prudential.co.uk/prudential-plc/investors/shareholder\\_services/forms/](http://www.prudential.co.uk/prudential-plc/investors/shareholder_services/forms/) or may be obtained from Equiniti. Further information about ShareGift may be obtained on 020 7337 0501 or from <http://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.

### **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.

### **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 depositary bank, at JP Morgan Service Center, P O Box 3408, South Hackensack, NJ 07606-3408, USA. Telephone 001 201 680 6630 or log on to <http://www.adr.com>.

### **Form 20-F**

The Company is subject to the reporting requirements of the Securities and Exchange Commission (SEC) in the USA as such requirements apply to foreign companies and files its Form 20-F with the SEC. Copies of Form 20-F can be found on the Company's website at <http://www.prudential.co.uk/prudential-plc/investors/financialreports/> or on the SEC's website at <http://www.sec.gov>.