

Additional information

Shareholder information

Financial calendar

Ex dividend date for the 2008 interim dividend	13 August 2008
Record date	15 August 2008
Scrip reference price displayed on Company's website	20 August 2008
Scrip Mandate deadline for 2008 interim dividend (Irish shareholders)	4 September 2008
Scrip Mandate deadline for 2008 interim dividend (UK shareholders)	5 September 2008
Payment of 2008 interim dividend	23 September 2008

Shareholder enquiries

Equiniti
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 Limited and request a Dividend Mandate form. Alternatively, you may download a form from www.prudential.co.uk/prudential-plc/investors/shareholder_services/forms (We can also pay cash dividends in various currencies including US Dollars and European Euros, for further information on this service please contact Equiniti Limited.)

Evergreen scrip dividend scheme

The Company will be offering an evergreen scrip dividend scheme in respect of the 2008 interim dividend. 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 (15 August 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 13 August 2008. The scrip reference price will be displayed on the Company's website on 20 August 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. The evergreen scrip dividend mandate form and booklet can be found on our website www.prudential.co.uk/prudential-plc/investors/shareholder_services/forms

Electronic communications

Shareholders are encouraged to elect to receive shareholder documents electronically by registering with Shareview at 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 Limited 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 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 may be obtained from our website 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 7930 3737 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.

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 +353 1 810 2400.

American Depositary Receipts (ADR)

The Company's ordinary shares are listed on the New York Stock Exchange in the form of ADRs, 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 +1 201 680 6630 or log on to www.adr.com