



All correspondence to:
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Shareholder Reference Number

PUD

SCRIP DIVIDEND ELECTION FORM

Kindly Note: This form is issued only to the addressee(s) and is specific to the unique designated account printed hereon. This personalised form is not transferable between different (i) account holders; or (ii) uniquely designated accounts. Prudential plc and Computershare Investor Services PLC accept no liability for any instruction that does not comply with these conditions.

This document is important. If you are in any doubt about the action you should take with respect to this document, you should immediately seek professional advice from your stockbroker, bank manager, solicitor, accountant or other independent financial adviser. If you wish to participate in the Prudential plc Evergreen Scrip Dividend Scheme (the "Scrip Dividend Scheme") to receive new fully paid ordinary shares in Prudential plc ("New Shares") instead of receiving your dividends in cash, please sign and return this form to Computershare Investor Services PLC at the address overleaf. If you wish to receive your dividends in cash, please ignore this form. If you have more than one shareholding, you will need to complete a separate form for each shareholding account.

Prudential plc's Evergreen Scrip Dividend Scheme Terms and Conditions may be viewed and downloaded from Prudential plc's website: http://www.prudentialplc.com/en/investors/shareholder-information/dividend/scrip-dividend and are also available on request from the Company's Registrar, Computershare Investor Services PLC. For your own benefit, you should read these terms and conditions carefully before signing.

A. Declaration

To: Prudential plc ("the Company") and Computershare Investor Services PLC ("Computershare")

I/We the undersigned confirm that I/we have read and understood the Prudential plc Evergreen Scrip Dividend Scheme Terms and Conditions (the "Scrip Dividend Scheme Terms and Conditions") and that I/we wish to participate in the Scrip Dividend Scheme in respect of every future dividend paid on the ordinary shares of the Company held by me/us to which the Scrip Dividend Scheme is applied. By signing this form I/we elect to receive an allotment of New Shares, credited as fully paid, in respect of all future dividends, instead of cash, until such time as this instruction is revoked by writing to Computershare.

I/We declare that I am/we are not resident in any jurisdiction outside of the United Kingdom, Hong Kong or Singapore that requires the Company to comply with any governmental or regulatory procedures or similar formalities arising out of this instruction, nor do I/we hold the shares to which this instruction relates as nominee or trustee for any beneficial owner who is so resident. I/We undertake to notify the Company should there be a change in this declaration.

If the shares are held in certificated form, I/we authorise you to send by post at my/our own risk, a share certificate in respect of my/our New Shares issued to me/us under the Scrip Dividend Scheme.

B. Signatures - For information on who needs to sign, please see the reverse of this form Date DD / MM / YY

Signature 1

Signature box 1

Signature 3 / Capacity 1 (Companies Only)

Signature box 3

Signature 2

Signature box 2

Signature 4 / Capacity 2 (Companies Only)

Signature box 4

In the event that we need to contact you regarding the processing of this form, please supply one of the following:-

Daytime Telephone Number

Telephone number input field

Email Address (if available)

Email address input field

Please note that these contact details will not be recorded by Computershare Investor Services PLC for any future use.

