

Form of Election

This form is only required to be completed and returned if you wish to sell ALL your Jackson Shares that are due to you

If you do not complete and return this form, you will still receive your Jackson Shares in the manner described in the Circular

THIS FORM IS IMPORTANT AND REQUIRES YOUR IMMEDIATE ATTENTION. IF YOU ARE IN DOUBT AS TO ANY ASPECT OF THIS FORM OR AS TO THE ACTION TO BE TAKEN, YOU SHOULD CONSULT YOUR LICENSED SECURITIES DEALER OR OTHER REGISTERED DEALER IN SECURITIES, BANK MANAGER, SOLICITOR, PROFESSIONAL ACCOUNTANT OR OTHER PROFESSIONAL ADVISER.

IF YOU HAVE SOLD OR TRANSFERRED ALL YOUR SHARES IN PRUDENTIAL PLC ("THE COMPANY"), YOU SHOULD AT ONCE HAND THIS FORM OF ELECTION TO THE PURCHASER OR TRANSFEREE OR TO THE BANK, STOCKBROKER OR OTHER AGENT THROUGH WHOM THE SALE OR TRANSFER WAS EFFECTED FOR TRANSMISSION TO THE PURCHASER OR THE TRANSFEREE. IF YOU HAVE SOLD OR TRANSFERRED PART BUT NOT ALL OF YOUR SHARES IN THE COMPANY, YOU SHOULD KEEP THIS FORM OF ELECTION AND THE PURCHASER OR TRANSFEREE TO WHOM YOU HAVE SOLD OR TRANSFERRED PART OF YOUR SHARES IN THE COMPANY SHOULD ALSO RECEIVE A SEPARATE FORM OF ELECTION. IF YOU BECOME AWARE THAT SUCH PURCHASER OR TRANSFEREE HAS NOT RECEIVED A FORM OF ELECTION, YOU SHOULD ASK THE PURCHASER OR TRANSFEREE TO CONTACT EQUINITI LIMITED AS SHARE REGISTRAR.

Unless the context otherwise requires, capitalised terms and expressions used in this Form of Election shall have the respective meanings assigned to them in the Company's shareholders' circular of August 2021 in connection with the demerger of Jackson Financial Inc. (the "Circular"). You should read this Form of Election in conjunction with the Circular.

Prudential plc

(Incorporated in England and Wales under the Companies Act 1985 with registered number 1397169)

DEMERGER DIVIDEND – FORM OF ELECTION FORM FOR USE BY EEA SHAREHOLDERS WHO HOLD 10,000 OR FEWER PRUDENTIAL ORDINARY SHARES

This Form of Election is for use by Small Shareholders with a registered address in the EEA who hold 10,000 or fewer Prudential plc ordinary shares as at the Record Time. You have two options available to you which are 1) **Do nothing** and receive your Jackson Shares held on the direct registration system ("DRS") or 2) **Sell ALL** of your Jackson Shares through the Share Sale Option*.

*Please note that cash proceeds from the Share Sale Option will be paid in GBP Sterling by cheque or, if you have registered a bank mandate or overseas payment service (OPS) instruction for the payment of Dividends with Equiniti Limited, by BACS payment or through the OPS in the currency you have selected through that service. Shareholders will not be charged any foreign currency exchange fees, except for OPS payments, or brokerage fees. These fees will be paid by Prudential on behalf of the shareholders.

- **Please read the instructions set out below and in the Circular carefully in order to complete this Form of Election. The Demerger Dividend and any election made herein are subject to the Jackson Nominee Service terms and conditions referred to herein and those set out in the Circular.**
- For the avoidance of doubt, you may not elect for a combination of receipt of Jackson Shares held on the DRS and receipt of cash upon participating in the Share Sale Option.

Please see on page 3 of this form reference to the number of Prudential Shares that you held on the latest practicable date which is included for information purposes only, however the number of Jackson Shares that you will be entitled to will not be known until the Record Time, which is expected to be 6.00 p.m. UK time on 2 September 2021, and will equate to 1 Jackson Share for every 40 Prudential Shares held at the Record Time. Save as otherwise provided in this Form of Election, you will be deemed to have elected to receive the Jackson Shares which you are entitled to under the Demerger which will be held in the form of CREST Depository Instruments ("Jackson CDIs") within the Jackson Nominee Service before transfer to the DRS if you have:

(a) not returned this Form of Election by 5.00 p.m. UK time on Tuesday, 31 August 2021 to Corporate Actions, Equiniti Limited, Aspect House, Spencer Road, Lancing, West Sussex, BN99 6DA, United Kingdom; or

(b) returned this Form of Election which is not duly completed or executed in accordance with the instructions herein or which contains inaccurate, incorrect, invalid or incomplete information or illegible writing or is otherwise not valid in accordance with the terms set out in this Form of Election and the Circular.

- This Form of Election is valid **ONLY IF** you are a Small Shareholder as at the Record Time and you have duly completed this Form of Election and provided complete and accurate information in accordance with the instructions herein. This Form of Election should be lodged with Corporate Actions, Equiniti Limited, Aspect House, Spencer Road, Lancing, West Sussex, BN99 6DA, United Kingdom, or posted using the accompanying envelope but affixing a postage stamp to be received, by no later than 5.00 p.m. UK time on Tuesday, 31 August 2021. If you believe you have received an incorrect form or have any questions relating to its completion, please do not hesitate to contact the Equiniti helpline detailed below. No acknowledgement of receipt of this Form of Election will be issued.

YOUR OPTIONS

1. **Do Nothing** - If you wish to receive your Jackson Shares held on the DRS, you **do not** need to complete this Form of Election.
2. **Sell ALL** - If you wish to sell the Jackson Shares which you are entitled to via the Share Sale Option and receive GBP Sterling** cash proceeds you must complete Option 2 in Section 1 and sign in Section 2.

** If an Overseas Payment Service instruction has been registered with Equiniti Limited for the payment of dividends such cash proceeds will be paid to the relevant bank account in the currency on that instruction.

The UK helpline will be operated by Equiniti and will be available on 0333 207 6392 (from inside the UK) or +44 333 207 6392 (from outside the UK). The helpline will be available from 8:30 a.m. to 5:30 p.m. UK time Monday to Friday (except public holidays in England and Wales) and will remain open until 22 October 2021. Calls to the helpline from outside of the UK will be charged at applicable international rates. Different charges may apply to calls made from mobile telephones and calls may be recorded and monitored for security and training purposes. Equiniti cannot provide advice on the merits of the Demerger or give any financial, legal or tax advice.

IMPORTANT POINTS ABOUT THE ELECTION

1. As a Shareholder residing in the EEA you are reminded that you should inform yourself about and observe all applicable legal, tax or regulatory requirements. It is the responsibility of any Shareholders in whose possession this Form of Election comes and who wishes to take any action in relation to the Demerger to satisfy themselves as to the full observance of the laws of the relevant jurisdiction in connection with the Demerger, including the obtaining of any governmental, exchange control or other consents which may be required and/or compliance with other necessary formalities which are required to be observed and the payment of any taxes or levies due in such jurisdiction. Any acceptance by such Shareholders will be deemed to constitute a representation and warranty from such persons to the Company that those local laws and requirements have been complied with. For the avoidance of doubt, none of the Company, Jackson, Equiniti Limited and Equiniti Financial Services Limited will give, or be subject to, any of the above representations and warranties. If you are in doubt as to your position, you should consult your own professional advisers.
2. You will be deemed to have elected to receive your Jackson shares held on the DRS administered by Equiniti Trust Company (a copy of their privacy notice can be read at shareowneronline.com) after initially being received in the Jackson Nominee Service in the form of Jackson CDIs offered by EFSL (a copy of their Privacy Notice can be read at <https://privacy.equiniti.com/privacy-notices/eq-boardroom/corporate-sponsored-nominee-csn>) if you have not returned this Form of Election by 5.00 p.m. UK time on Tuesday, 31 August 2021 to the Company's share registrar by posting it to Corporate Actions, Equiniti Limited, Aspect House, Spencer Road, Lancing, West Sussex, BN99 6DA, United Kingdom; or returned this Form of Election which is not duly completed or executed in accordance with the instructions herein or which contains inaccurate, incorrect, invalid or incomplete information or illegible writing or is otherwise not valid in accordance with the terms set out in this Form of Election and the Circular.
3. By electing to participate in the Share Sale Option, you agree that the Jackson Shares which you are entitled to upon completion of the Demerger will be received in the Jackson Nominee Service and will be sold in accordance with the terms and conditions of the Share Sale Option offered by EFSL and that the cash proceeds of the sale of the Jackson Shares which you are entitled to will be remitted to you in GBP Sterling or, where a Overseas Payment Service instruction has been registered for the payment of Dividends, in the currency on that instruction. Refer to point 2 above for the Privacy Notice details.
4. You agree at all times to indemnify and hold harmless the Company and its agents, representatives, employees and affiliates, and each of their successors and assigns against all losses, liabilities, reasonable expenses and/or damages of any kind whatsoever that may arise from the breach by you of any of your covenants, agreements and certifications hereunder.
5. The Company and Equiniti Limited shall have the right to reject any and all Forms of Election that it determines to be not duly completed or executed in accordance with the instructions herein or containing inaccurate, incorrect, invalid or incomplete information or illegible writing or otherwise not valid in accordance with the terms set out in this Form of Election and the Circular. The Company is not obliged to give notice to any Shareholder of any such rejection and will not incur any liability for not giving such notification.
6. The Company and Equiniti Limited shall also have the right to treat any Form of Election that has not been duly completed in accordance with the instructions herein, or has otherwise been completed incorrectly, as being valid, provided that the Company in its absolute discretion considers the omissions or errors to be immaterial. The Company is not obliged to give notice to any Shareholder of any such defects or irregularities and will not incur any liability for not giving such notification.
7. No acknowledgement of receipt of a completed Form of Election will be issued. After a valid Form of Election is lodged with Equiniti Limited, no election may be in any way withdrawn, revoked, superseded or altered without the agreement of the Company.
8. For the avoidance of doubt, the Company will not accept any other special instructions provided on this Form of Election.

Warning: Please read the instructions set out in this Form of Election and in the Circular carefully in order to complete this Form of Election.

Checklist



- Do you need to complete this Form? If you are happy to receive the Jackson Shares in the relevant manner as described in the Circular, you do not need to complete this form.
- Have you completed Section 1 confirming you wish to sell ALL your Jackson shares through the Share Sale Option?
- Have you signed in Section 2, ensuring that all joint holders have signed?
- Have you provided a telephone number and/or email address in case we need to contact you with a query about the completion of your Form of Election?

REGISTERED NAME(S) AND ADDRESS(ES) OF SHAREHOLDER(S)

SHAREHOLDER REFERENCE:

Below is the number of Prudential ordinary shares you held as at the latest practicable date, and is shown for information purposes only. Any election made on this form will be based on the total shares held on the Record Time for the Demerger Dividend:

SECTION 1 – YOUR OPTIONS – Only select one option

OPTION 1 – DO NOTHING – By not completing and returning this Form of Election you will receive your Jackson Shares held on the DRS.

OPTION 2 – SELL ALL - Election to sell all of your Jackson Shares

Please complete this section if you wish to sell the Jackson Shares to which you will be entitled upon completion of the Demerger via the Share Sale Option and receive GBP Sterling*** cash instead of Jackson Shares. If you wish to sell ALL of your Jackson Shares using the Share Sale Option, insert a cross ("X") in the box below:

***if an Overseas Payment Service instruction has been registered with Equiniti Limited for the payment of dividends such cash proceeds will be paid to the relevant bank account in the currency on that instruction.

Your Jackson Shares will move into the Jackson Nominee Service and then be sold within 60 days of the UK Settlement Date. These services are provided by Equiniti Financial Services Limited (EFSL), an affiliate of the Company's share registrar.

By placing a cross ("X") in this box and by signing below, I/we hereby instruct Equiniti Financial Services Limited to arrange the sale of my/our total entitlement to Jackson Shares through the Share Sale Option.

SECTION 2 – YOUR SIGNATURE(S) and contact details for any queries on the completion of the form

PLEASE COMPLETE SECTION 1 BEFORE PROCEEDING TO THIS SECTION.

Please note:

In the event that you complete your election incorrectly or in a contradictory manner, all or any part of the election may, in the absolute discretion of the Company, be treated as invalid and of no effect and your entitlement to Jackson Shares will be automatically defaulted into the Jackson Nominee Service.

By signing below, I confirm that I have read, understood and accepted the terms and conditions of the Jackson Nominee Service and EFSL Share Dealing. The privacy notice for these services can be found at privacy.equiniti.com.

SIGNATURES

GET IT RIGHT

Don't forget to sign this election form. All joint shareholders must sign

SIGNATURE: Sole or first named registered holder:

SIGNATURE: Joint registered holder(s) (if any):

SIGNATURE: Joint registered holder(s) (if any):

SIGNATURE: Joint registered holder(s) (if any):

FOR QUERIES IN RELATION TO THIS FORM, PLEASE PROVIDE YOUR CONTACT DETAILS BELOW

Your Contact Telephone Number

Your Contact Email address

Date form completed

Shareholders should complete and return this Form of Election and return by post (during normal business hours only) to Corporate Actions, Equiniti Limited, Aspect House, Spencer Road, Lancing, West Sussex, BN99 6DA United Kingdom. The latest time and date for Equiniti to receive completed UK Registered Shareholders' Forms of Election for UK Registered Shareholders is 5.00 p.m. UK time on Tuesday, 31 August 2021.

SAMPLE ONLY – DO NOT PRINT A COPY