

Form W-9 for US Tax

THIS DOCUMENT 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.

Unless the context otherwise requires, capitalised terms and expressions used in this Form 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 Tax Form of Election in conjunction with the Circular.

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

SHAREHOLDER REFERENCE:

Below is the number of Prudential ordinary shares as at the latest practicable date, and is shown for information purposes only.

EQUINITI TAX REFERENCE NUMBER:

Prudential plc

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

DEMERGER DIVIDEND

W-9 FORM IS FOR USE BY US SHAREHOLDERS WHO HOLD MORE THAN 10,000 PRUDENTIAL ORDINARY SHARES

Based on the number of Prudential Shares you currently hold you will not be eligible for the Share Sale Option and, as a result, unless you sell your Prudential Shares between now and the Record Date, which is expected on 2 September 2021, you will be due to receive Jackson Shares in your name on the direct registration system (DRS) as a result of the Demerger.

The Internal Revenue Service (IRS) requires specific documentation to establish the tax residency status of payees who receive payments of income (for example, dividend distributions) or gross proceeds from the sale of securities. Payees who are US persons must provide a Form W-9. Payees who are not US persons must provide the appropriate IRS Form W-8.

Whether you complete this Form W-9 or a separate form downloaded from the [irs.gov](https://www.irs.gov) website, please ensure you fill in the reference number on the form with the Equiniti Tax Reference Number mentioned above and ensure the completed form is returned in the accompanying return address envelope provided or posted to **EQ Shareowner Services, Attn: Corporate Actions, P.O. Box 64858, Saint Paul, MN 55164-0858 so as to be received by 5.00 p.m. US CT on 31 August 2021.**

If we do not receive the completed Form W-9 and required supporting documentation from you, or it is not completed correctly and fully, we are required under US tax laws to apply backup withholding tax at the applicable rate on the gross sale proceeds paid to you.

We suggest consulting your tax advisor for assistance with any tax-related questions. The official IRS Form W-9, and their complete instructions, can be found at www.irs.gov.

Please note that fractional cash proceeds, less any deductions for applicable backup withholding tax, will be paid to you in US dollars by cheque.

When completing the Form W-9, please ensure that all sections have been completed and completed correctly. Note that Section 7 of the Form W-9 should be completed with the Equiniti Tax Reference Number provided above. Please refer to the form's instructions for any other questions.

Any questions?

A 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.

