

# Dividend Reinvestment Plan Mandate Form



Shareholder Reference

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If you wish to receive your dividends in cash you do not need to complete any forms or take any action.

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This form must be completed in BLOCK CAPITALS and in black ink.

If you are not entering information in any of the boxes below please leave blank and do not cross them through.

To Prudential plc ("the Company") and Equiniti Financial Services Limited ("Equiniti FS")

I/We, the undersigned, confirm that I/we have read and understood the terms and conditions of the Company Dividend Reinvestment Plan ("the Plan") and that I/we wish to participate in the Plan in respect of any future dividend paid on the ordinary shares of the Company and I/we appoint Equiniti FS as my/our agent to arrange for the purchase of ordinary shares in the Company in accordance with the terms and conditions of the Plan. This request will remain in force until revoked in writing by me/us, or otherwise cancelled in accordance with the terms and conditions of the Plan.

### Step 1

Please sign and date here.  
All registered holders must sign to confirm this instruction.

A company incorporated in Scotland, England and Wales may affix its common seal, which should also be witnessed in accordance with its articles of association or other applicable regulation. Alternatively, a company to which the Companies Act 2006 applies may execute this Application Form as a deed by two directors or one director and the company secretary or, providing in accordance with its articles of association, may execute this Application Form as a deed by one director in the presence of a witness.

### Step 2

If signing as a Power of Attorney or other authority print your full name here.

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### Step 3

Please return this Mandate Form in the reply paid envelope.

Non Crest institutional holders will need to complete this form, Crest holders will need to input a Crest Input Message

To be valid for a particular dividend your completed Mandate Form should be returned to the Company's registrar as to be received no later than 15 business days before the dividend payment date.

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If you have any questions about this Mandate Form or the information contained in the enclosed Dividend Reinvestment Plan booklet, please call our helpline on 0871 384 2268\*, (+44 (0) 121 415 7046 from outside the United Kingdom).

Equiniti Financial Services Limited is part of the Equiniti Group of companies, whose registered offices are Aspect House, Spencer Road, Lancing, West Sussex, BN99 6DA, United Kingdom and which is registered in England and Wales with No. 6226088.

\*Calls to this number are charged at 8p per minute from a BT landline. Charges from other telephone providers may vary. Lines open 8:30am to 5:30pm, Monday to Friday.

Equiniti may send you notices about products and services we think that you may be interested in. If you do not wish to receive these communications, please tick this box.