

Name and Address of first named shareholder and designation details

All correspondence to:
James Shipman
Computershare Investor Services PLC
The Pavilions, Bridgwater Road
Bristol BS99 6ZZ
Telephone: +44 (0)370 707 1507
investorcentre.co.uk/contactus

Company Code (if known)

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Shareholder Reference Number (SRN)

[illegible]

Your SRN starts with 'C' 'I' or 'G' followed by 10 digits

SCRIP DIVIDEND ELECTION FORM - CREST

Kindly Note: Please include the details of your CREST member account in the blank field above. This 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 the shares we have elected on within CREST. **By signing this form I/we elect to receive an allotment of New Shares, credited as fully paid, in respect of the election placed through CREST, instead of cash.**

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.

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

Signature 1

Signature 2

Signature 3 / Capacity 1 (Companies Only)

Signature 4 / Capacity 2 (Companies Only)

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

Daytime Telephone Number

[illegible]

Email Address (if available)

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

Do you have a qualifying Hong Kong brokerage account, or a Hong Kong address to enable participation in the Scrip Dividend Scheme?

Hong Kong qualifying brokerage account - please provide details of your broker's registered name and address, sub-account / broker account number in order for your Scrip Dividend shares to be issued to them:

Please ensure you have contacted the Hong Kong depositing broker to confirm the exact details are correct as incorrect details will cause a delay in the HK broker receiving the shares.

A shareholder is deemed to confirm that they have informed their broker of the allocation of shares due to them.

Should you wish to participate in the Scrip Dividend Scheme, but do not provide an address in Hong Kong or details of a Hong Kong qualifying brokerage account in the space provided above, you will be able to participate in the Scrip Dividend Scheme only by way of the Dealing Facility (as defined in the Scrip Dividend Scheme Terms and Conditions). Please read the Scrip Dividend Scheme Terms and Conditions carefully.

How to complete this form

Please use a **black pen**. Print in CAPITAL letters inside the boxes as shown in this example.

A

B

C

1

2

3

X

Please return this form once completed to Computershare Investor Services PLC.

Prudential plc's Scrip Dividend Scheme Terms and Conditions may be viewed and downloaded from Prudential plc's website: 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.

If you have any questions about how to complete this form, or wish to receive a printed copy of the Scrip Dividend Terms and Conditions please visit www.computershare.co.uk and select 'Contact Us' or telephone +44 (0)370 707 1507. Lines are open between 8.30am and 5.30pm (UK time) from Monday to Friday excluding public holidays in England and Wales. Please note that Computershare Investor Services PLC cannot provide any financial, legal or tax advice and calls may be recorded and randomly monitored for security and training purposes.

A. Declaration

Before signing and returning this form, please read the Declaration and Prudential plc's Scrip Dividend Scheme Terms and Conditions carefully. **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.** The right to elect for new ordinary shares under the terms of this offer is non-transferable.

B. Signatures

You must sign the form as follows in the space provided:

- Joint Holding:

The signatures of all joint holders, executors or administrators are required. If the holder is under 18, a parent or legal guardian must sign and state their capacity.
- Power of Attorney:

To sign under Power of Attorney, you must have already lodged an original or certified copy of the Power of Attorney document with the Registrar. If you have not previously lodged this document for notation, please attach it to this form when you return it.

Please note that Computershare requires a photocopy Power of Attorney to be certified under the Powers of Attorney Act 1971. It must be certified in ink on every page by the donor, or by a solicitor or stockbroker, to state that it is a true and complete copy of the original. Computershare cannot accept a photocopy that has not been certified in ink on every page.
- Companies:

In the case of joint holders ALL must sign. In the case of a corporation this form should be signed by two authorised signatories (e.g. Director & Company Secretary) stating their capacity. Alternatively, this form can be signed by a director of the company in the presence of a witness who attests the signature or under its common seal.

Please return this form to: **James Shipman, Computershare Investor Services PLC, The Pavilions, Bridgwater Road, Bristol BS99 6ZZ**

Prudential plc is incorporated and registered in England and Wales with registered number 1397169. Registered Office: 5th Floor, 10 Old Bailey, London, EC4M 7NG, United Kingdom.
Prudential plc is a holding company, some of whose subsidiaries are authorised and regulated, as applicable, by the Hong Kong Insurance Authority and other regulatory authorities.
Computershare Investor Services PLC is Registered in England & Wales, No 3498808, Registered Office, The Pavilions, Bridgwater Road, Bristol BS13 8AE.
Computershare Investor Services PLC is authorised and regulated by the Financial Conduct Authority.