Enhanced ADR structure adding conversion to HKSE in addition to LSE shares

1. Overview

Prudential plc maintains a sponsored Level 2 American Depositary Receipt (ADR) programme listed on the New York Stock Exchange (NYSE: PUK), administered by Citibank, N.A. as the Depositary Bank. Each ADR represents two ordinary shares of Prudential plc.

Under the enhanced cross-border facility, ADR holders have the flexibility to cancel ADRs and receive underlying ordinary shares directly in either the United Kingdom (via CREST) or Hong Kong (via CCASS). In addition, holders of ordinary shares in Hong Kong can deposit their shares into the ADR programme to receive ADRs in the United States (e.g., via DTC), benefiting from the liquidity of the NYSE-listed ADR line.[1,2]

2. ADR Cancellation Process (ADR to Ordinary Shares)

ADR holders wishing to cancel their ADRs in exchange for underlying ordinary shares must submit cancellation instructions through their broker/custodian to Citibank, N.A.

Option A: Delivery in Hong Kong (CCASS)

- **Standard Straight-Through Processing (STP):** Where sufficient ordinary share inventory is available in Citibank's Hong Kong custody account, instructions to deliver shares into the Central Clearing and Settlement System (CCASS) will be processed on a Straight-Through Processing (STP) basis with minimal manual intervention.
- **Shortfall Procedure:** If there is insufficient share inventory in Hong Kong custody:

1.1. The ADR holder will be notified of the shortfall in shares available in Hong Kong custody and the ADS cancellation instruction will be rejected. Following such rejection:

1.1.1. The holder will have the option to resubmit the ADR cancellation instruction to receive the ordinary shares in the UK via CREST (subject to modification/resubmission of instructions) /or

1.1.2. The holder will have the option to resubmit the ADR cancellation instruction to receive that number of available ordinary shares in HK via CCASS (subject to modification/resubmission of instructions

1.1.3. The holder may approach Citibank and request that sufficient ordinary shares be transferred into Hong Kong. Citibank will then notify Prudential of the request and Prudential may arrange for additional ordinary shares to be transferred into Hong Kong custody. Citibank is not obligated to transfer shares and cannot commit to when any such transfer will be completed. Once sufficient shares are available, the holder may submit a new cancellation instruction to receive ordinary shares in HK via CCASS. The foregoing is subject to the terms of the Deposit Agreement and related agreements between Prudential and Citibank.

Option B: Delivery in the United Kingdom (CREST)

- ADR holders may elect to receive underlying ordinary shares directly into the UK settlement system (CREST) via standard cancellation procedures.

3. Share Deposit & ADR Issuance (Hong Kong to US)

Holders of Prudential plc ordinary shares traded on the Hong Kong Stock Exchange may convert their holdings into ADRs:

1. **Deposit into CCASS:** Hong Kong ordinary shares are delivered to Citibank's designated Hong Kong custodian through CCASS.
2. **ADR Issuance:** Upon confirmation of share receipt in Hong Kong custody, Citibank will issue the corresponding ADRs and deliver them electronically into the participant's Depository Trust Company (DTC) account in the United States.

4. Fee & Cost Structure

The fees for ADR cancellation and Issuance are unaffected and remain subject to Citi's terms and conditions as set out in the Deposit Agreement.[1,2,3]

Transaction Type	Applicable Fees	Responsibility
ADR Cancellation	Standard cancellation fee as stipulated in the Deposit Agreement	Paid by ADR Holder / Requesting Participant
ADR Issuance	Standard issuance fee as stipulated in the Deposit Agreement	Paid by Depositing Shareholder / Broker
UK-HK Cross-Register Repositioning (xSettle)	The costs and expenses of the Share Registrar, Computershare plc, in repositioning shares between the UK & HK registers	Absorbed by Prudential plc

Notes:

1. *The NYSE traded ADR is unaffected by whether the underlying shares were sourced on the London or Hong Kong Stock Exchanges.*
2. *Prudential reserves the right to terminate the right to cancel the ADR into shares listed on the Hong Kong Stock Exchange.*
3. *Any local brokerage, clearing, or custody charges levied by the participant's intermediary remain the responsibility of the investor.*

5. Enquiries & Contact Details

For transaction execution, custody balance confirmations, or operational enquiries, please contact the Citibank Depositary Receipts team:

- **Email:** drbrokerservices@citi.com
- **Bloomberg:** `ADRC <GO>`
- **Prudential plc Shareholder Centre:** www.prudentialplc.com/en/investors/shareholder-centre