Participation in the Annual General Meeting

Electronic meeting
Prudential plc will be enabling shareholders to attend and participate in the 2021 Annual General Meeting electronically, should they wish to do so. This can be done by accessing the AGM website, www.web.lumiagm.com

Accessing the AGM website
The Lumi website can be accessed online using most well-known internet browsers such as Internet Explorer (not compatible with versions 10 and below), Edge, Chrome, Firefox and Safari on a PC, laptop or internet-enabled device such as a tablet or smartphone. If you wish to access the AGM using this method, please go to www.web.lumiagm.com on the day.

An active internet connection is always required in order to allow you to cast your vote when the poll opens, submit questions and listen to the audiocast. It is the user's responsibility to ensure you remain connected for the duration of the meeting.

Logging in
— On accessing the Lumi website, you will be asked to enter a Meeting ID which is **101-815-267**.

— You will then be prompted to enter your unique Shareholder Reference Number (SRN), which is printed on your proxy form or online voting card.

— You will also be asked to enter a PIN – this is the first two and last two digits of your SRN.

Access to the meeting via the website will be available from 10:00am on 13 May 2021; however, please note that your ability to vote will not be enabled until the Chair formally declares the poll open.

Broadcast
The meeting will be broadcast. Once logged in, and at the commencement of the meeting, you will be able to listen to the proceedings of the meeting on your device, as well as view and vote on the resolutions to be put forward to the meeting, once the poll is open (see 'Voting' for further details).

Voting
Once the Chair has formally opened the meeting, they will explain the voting procedure. Voting will be enabled on all resolutions at the start of the formal meeting on the Chair's instruction. This means shareholders may, at any time while the poll is open, vote electronically on any or all the resolutions in the Notice of Meeting. Resolutions will not be put forward separately.

Once the resolutions have been proposed, the list of resolutions will appear along with the voting options available.

— Select the option that corresponds with how you wish to vote, 'FOR', 'AGAINST' or 'WITHHELD'.

— Once you have selected your choice, the option will change colour and a confirmation message will appear to indicate your vote has been cast and received – there is no submit button.

— If you make a mistake or wish to change your vote, simply select the correct choice.

— If you wish to cancel your vote, select the 'cancel' button.

— You will be able to do this at any time while the poll remains open and before the Chair announces its closure at the end of the meeting.

Questions
Shareholders attending electronically may ask questions via the website by typing and submitting their question in writing.

— Select the messaging icon from within the navigation bar and type your question at the bottom of the screen.

— Once finished, press the 'send' icon to the right of the message box to submit your question.

This facility will be available from 10:00am on 13 May 2021.

Duly appointed proxies and corporate representatives
To obtain your SRN and PIN, please contact the Company's registrar Equiniti before 11:00am on 12 May 2021 on 0371 384 2035 or +44 (0)121 415 7026 if you are calling from outside the UK.

Lines are open 8.30am to 5.30pm Monday to Friday (excluding public holidays in England & Wales).
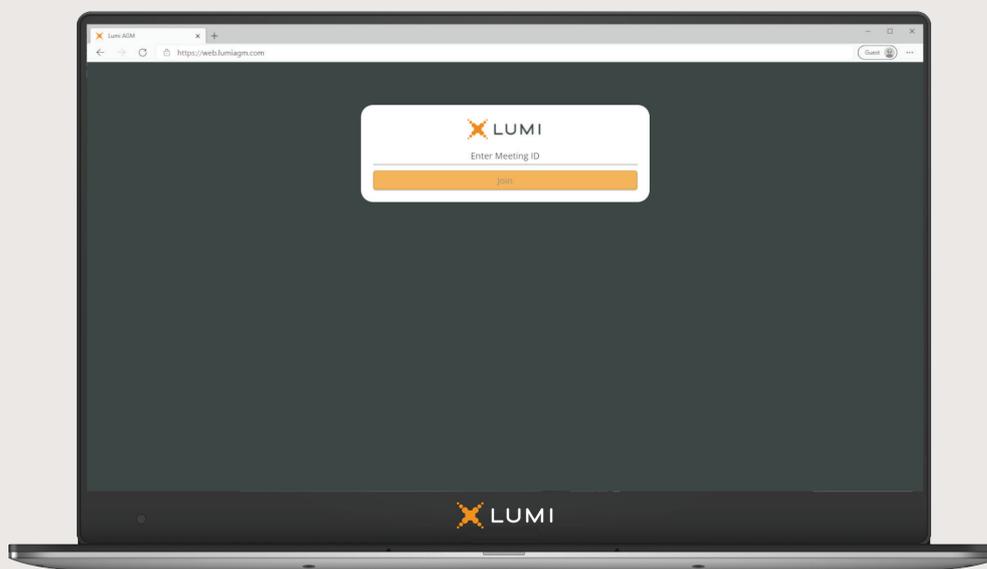
User guide to joining the Prudential plc 2021 Annual General Meeting remotely

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AGM website: https://web.lumiagm.com
Meeting ID: 101-815-267

To log in you must have your SRN and PIN – see 'logging in' section for details.

1.

Open the Lumi website and you will be prompted to enter the Meeting ID. If you attempt to login to the website before 10:00am on 13 May 2021, a pop-up dialogue box will appear.
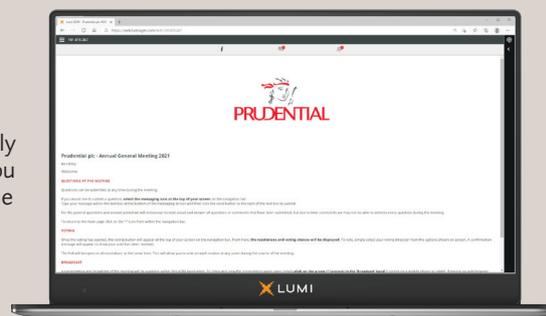
2.

After entering the Meeting ID, you will be prompted to enter your unique SRN and PIN (see 'logging in' section for details).

3.

When successfully authenticated, you will be taken to the Home screen.

4.

To view the meeting presentation, expand the 'Broadcast Panel', located at the bottom of your device. If viewing through a browser, it will appear automatically.

This can be minimised by pressing the same button.

5.

When the Chair declares the poll open, a list of all resolutions and voting choices will appear on your device.
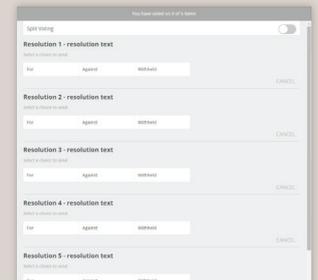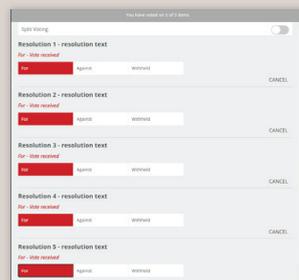
Scroll through the list to view all resolutions.

6.

For each resolution, press the choice corresponding with the way in which you wish to vote.

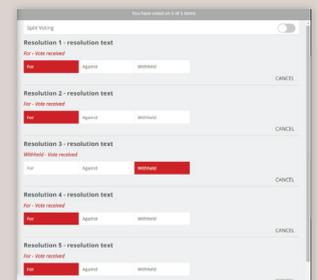When selected, a confirmation message will appear.

7.

If you change your mind, simply press the correct choice to override your previous selection.

To cancel your vote, press 'Cancel'.

To return to the voting screen while the poll is open, select the voting icon.

8.

If you would like to ask a question, select the messaging icon.

Type your message within the chat box at the bottom of the messaging screen.

Click the send button to submit.