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PRUDENTIAL

Prudential plc

英國保誠有限公司*

(Incorporated and registered in England and Wales under the number 01397169)
(Stock code: 2378)

**Proposed record date in connection with
the payment of 2010 Interim Dividend**

Subject to the approval and confirmation of a Committee of the Board of Directors of Prudential plc at a meeting to be held on 11 August 2010, the 2010 Interim Dividend will be payable to (a) shareholders on the United Kingdom register at 5:00 p.m. (London time) on Friday 20 August 2010; (b) shareholders on the Hong Kong branch register at 4:30 p.m. (Hong Kong time) on Friday 20 August 2010; and (c) shareholders with shares standing to the credit of their securities accounts with The Central Depository (Pte) Limited at 5:00 p.m. (Singapore time) on Friday 20 August 2010.

Prudential plc (the “**Company**”) announces that, subject to the approval and confirmation of a Committee of the Board of Directors of the Company at a meeting to be held on 11 August 2010:

- (1) the 2010 Interim Dividend will be payable to (a) shareholders on the Principal Register in the United Kingdom at 5:00 p.m. (London time) on Friday 20 August 2010; (b) shareholders on the Hong Kong branch register at 4:30 p.m. (Hong Kong time) on Friday 20 August 2010; and (c) shareholders with shares standing to the credit of their securities accounts with The Central Depository (Pte) Limited at 5:00 p.m. (Singapore time) on Friday 20 August 2010;
- (2) any person who has acquired shares registered on the Hong Kong branch register but who has not lodged the share transfer with Computershare Hong Kong Investor Services Limited at Shops 1712-1716, 17th Floor, Hopewell Centre, 183 Queen’s Road East, Wanchai, Hong Kong should do so **before 4:30 p.m. (Hong Kong time) on Friday 20 August 2010** in order to receive the 2010 Interim Dividend; and
- (3) the day on which ordinary shares of the Company are quoted ex dividend for shareholders on the Hong Kong branch register is 9:30 a.m. (Hong Kong time) on Thursday, 19 August 2010; and
- (4) the day on which ordinary shares of the Company are quoted ex dividend for shareholders with shares standing to the credit of their securities account with The Central Depository (Pte) Limited is 9:00 a.m. (Singapore time) on Wednesday, 18 August 2010.

By order of the Board
Prudential plc
Margaret Ann Coltman
Company Secretary

6 August 2010, Hong Kong

As at the date of this announcement, the Board of Directors of the Company comprises:

Executive Directors

Cheick Tidjane Thiam (*Group Chief Executive*)
Nicolaoas Andreas Nicandrou ACA
Robert Alan Devey
Clark Preston Manning Jr. FSA MAAA
Michael George Alexander McLintock
Barry Lee Stowe

Independent Non-executive Directors

Harvey Andrew McGrath (*Chairman*)
Keki Bomi Dadiseth FCA
Michael William Oliver Garrett
Ann Frances Godbehere FCGA
Bridget Ann Macaskill
Kathleen Anne O’Donovan ACA
James Hood Ross
Lord Andrew Turnbull KCB CVO

* For identification purpose