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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)

(HK Stock code: 2378)

(SGX Stock code: KS6)

2010 Interim Dividend – Despatch of Circular

Further to the announcement of the payment of the 2010 Interim Dividend, Prudential plc (the “**Company**”) wishes to inform shareholders (“**CDP Shareholders**”) holding their shares through The Central Depository (Pte) Limited (“**CDP**”) that a scrip dividend alternative is available in respect of the 2010 Interim Dividend pursuant to the Evergreen Scrip Dividend Scheme.

The Company intends to despatch the 2010 Interim Dividend Circular and mandate forms (“**Dividend Documents**”) to CDP Shareholders on the following dates:

- (i) on or about 19 August 2010, that is, before the record date (“**Record Date**”) for the 2010 Interim Dividend, being 5.00 p.m. (Singapore time) on 20 August 2010 (“**First Despatch**”); and
- (ii) on or about 23 August 2010 (“**Second Despatch**”).

The two despatch dates are to enable CDP Shareholders to have sufficient time to consider the scrip dividend alternative and make their election by submitting the relevant mandate form to CDP by 5.00 p.m. (Singapore time) on 27 August 2010 (“**Election Deadline Date**”).

However, the Company would like to emphasise that only CDP Shareholders with shares standing to the credit of their CDP securities account as at the Record Date will be entitled to participate in the Evergreen Scrip Dividend Scheme.

As a result of the two despatches, CDP Shareholders may receive the mandate form twice. In the event that a CDP Shareholder acquires additional shares or sells all or part of his shares such that the number of shares standing to the credit of his CDP securities account as at 5.00 p.m. (Singapore time) on 17 August 2010 (being the date on which CDP closed its books to determine the relevant recipients of the Dividend Documents for the purposes of the First Despatch) and the Record Date is different, such CDP Shareholder should disregard the PEACH mandate form received during the First Despatch and (if applicable), only submit the YELLOW mandate form received during the Second Despatch to CDP by the Election Deadline Date.

In the event that the number of shares standing to the credit of a CDP Shareholder’s securities account as at 5.00 p.m. (Singapore time) on 17 August 2010 and 5.00 p.m. (Singapore time) on 20 August 2010 is the same, and he submits to CDP both the PEACH mandate form as well as the YELLOW mandate form, the PEACH mandate form will be rendered void.

If you have any questions about the dividend arrangements, please call CDP, between 8.30 a.m. and 5.00 p.m. (Singapore time) Monday to Friday, excluding public holidays. The telephone number for CDP is +65 6535 7511. The helpline will not be able to give you advice on the merits of the scrip dividend scheme or any financial advice. If you need financial advice, you will need to contact an independent professional adviser.

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

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

Executive Directors

Cheick Tidjane Thiam (*Group Chief Executive*)

Nicolaos 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*