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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)

**Record date in connection with
the payment of 2010 Final Dividend**

Subject to shareholders' approval at the annual general meeting to be held on Thursday, 19 May 2011, the 2010 Final Dividend will be payable to (a) shareholders on the United Kingdom register at 5:00 p.m. (London time) on Friday, 1 April 2011; (b) shareholders on the Hong Kong branch register at 4:30 p.m. (Hong Kong time) on Friday, 1 April 2011; and (c) shareholders with shares standing to the credit of their securities accounts with The Central Depository (Pte) Limited ("**CDP Shareholders**") at 5:00 p.m. (Singapore time) on Friday, 1 April 2011.

Prudential plc (the "**Company**") announces that, subject to shareholders' approval at the forthcoming annual general meeting, the 2010 final dividend of 17.24 pence per share will be paid to shareholders on the United Kingdom register and on the Hong Kong branch register on Thursday, 26 May 2011. Payment of the 2010 final dividend to CDP Shareholders will be made in due course, after The Central Depository (Pte) Limited has received such dividend. A dividend reinvestment plan will be offered to shareholders to enable them to receive their dividends in ordinary shares in the Company instead of in cash. Details of the dividend reinvestment plan will be made available to shareholders in due course.

- (1) The 2010 final dividend will be payable to (a) shareholders on the United Kingdom register at 5:00 p.m. (London time) on Friday, 1 April 2011; (b) shareholders on the Hong Kong branch register at 4:30 p.m. (Hong Kong time) on Friday, 1 April 2011; and (c) CDP Shareholders at 5:00 p.m. (Singapore time) on Friday, 1 April 2011.
- (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, 1 April 2011** in order to receive the 2010 final dividend.
- (3) The ordinary shares of the Company will be quoted ex dividend for shareholders on the Hong Kong branch register on Thursday, 31 March 2011.
- (4) The ordinary shares of the Company will be quoted ex dividend for CDP Shareholders at 9:00 a.m. (Singapore time) on Wednesday, 30 March 2011.

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

17 March 2011, Hong Kong

As at the date of this announcement, the board of directors of Prudential plc comprises:

Executive Directors

Cheick Tidjane Thiam (*Group Chief Executive*)
Nicolaos Andreas Nicandrou ACA
Robert Alan Devey
John William Foley
Michael George Alexander McLintock
Barry Lee Stowe
Michael Andrew Wells

Independent Non-executive Directors

Harvey Andrew McGrath (*Chairman*)
Keki Bomi Dadiseth FCA
Howard John Davies
Michael William Oliver Garrett
Ann Frances Godbehere FCGA
Bridget Ann Macaskill
Paul Victor Falzon Sant Manduca
Kathleen Anne O'Donovan ACA
James Hood Ross
Lord Andrew Turnbull KCB CVO

* For identification purpose