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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)

OVERSEAS REGULATORY ANNOUNCEMENT

**CDP DIVIDEND PAYMENT DATE
IN CONNECTION WITH THE 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 (the "**CDP Shareholders**") with shares standing to the credit of their securities accounts with The Central Depository (Pte) Limited ("**CDP**") at 5:00 p.m. (Singapore time) on Friday, 1 April 2011.

On 9 March 2011, Prudential plc (the "**Company**") announced that the dividend payment date for CDP Shareholders in respect of the 2010 final dividend is on or about 2 June 2011. The Company also separately announced on 17 March 2011 that it would be introducing a dividend reinvestment plan (the "**DRIP**") in respect of the 2010 final dividend.

The Company wishes to clarify that the dividend payment date of on or about 2 June 2011 would only be applicable if all of the CDP Shareholders elect to receive their dividend in cash.

Otherwise, the expected cash dividend payment date for CDP Shareholders will be the same date on which the DRIP shares are credited to the CDP securities of CDP Shareholders who elect to receive their dividend in shares, being on or about 9 June 2011.

Details of the DRIP will be made available to CDP Shareholders in due course.

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

26 April 2011, Singapore

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

Chairman

Harvey Andrew McGrath

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 and Michael Andrew Wells

Independent Non-executive Directors

Keki Bomi Dadiseth FCA, Sir 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 and Lord Andrew Turnbull KCB CVO

* For identification purpose