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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 2011 Interim Dividend**

Prudential plc 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 4 August 2011 in UK, the 2011 Interim Dividend will be payable to (a) shareholders on the United Kingdom register at 6:00 p.m. (London time) on Friday, 19 August 2011; (b) shareholders on the Hong Kong branch register at 4:30 p.m. (Hong Kong time) on Friday, 19 August 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, 19 August 2011. Due to certain technical issues the Dividend Reinvestment Plan ("**DRIP**") will not be available for the 2011 interim dividend to shareholders on the Hong Kong branch register or CDP Shareholders.

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 4 August 2011 in UK:

- (1) The 2011 interim dividend will be payable to (a) shareholders on the United Kingdom register at 6:00 p.m. (London time) on Friday, 19 August 2011; (b) shareholders on the Hong Kong branch register at 4:30 p.m. (Hong Kong time) on Friday, 19 August 2011; and (c) CDP Shareholders at 5:00 p.m. (Singapore time) on Friday, 19 August 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, 19 August 2011** in order to receive the 2011 interim dividend.
- (3) The ordinary shares of the Company will be quoted ex dividend for shareholders on the Hong Kong branch register on Thursday, 18 August 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, 17 August 2011.

Due to certain technical issues the DRIP will not be available for the 2011 interim dividend to shareholders on the Hong Kong branch register or CDP Shareholders.

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

3 August 2011, Hong Kong

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 and Lord Andrew Turnbull KCB CVO

* For identification purposes