

Annual General Meeting 2014

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Prudential plc The Company

2013 Final Dividend

The timetable for the 2013 final cash dividend is as follows:

12 March 2014

Announcement of 2013 full year audited results and final dividend recommendation

26 March 2014

Ordinary shares quoted ex dividend in the UK and Ireland

27 March 2014

Ordinary shares quoted ex dividend in Hong Kong and Singapore

28 March 2014

Record date for the 2013 final dividend

22 May 2014

Dividend payment date in the UK, Ireland and Hong Kong

29 May 2014 (on or about)

Dividend payment date in Singapore

2 June 2014 (on or about)

Dividend payment date for ADR holders

Annual General Meeting 2014

To be held at:

The Queen Elizabeth II Conference Centre, Broad Sanctuary, Westminster, London SW1P 3EE on Thursday 15 May 2014 at 11.00am.

Special arrangements have been made to help shareholders who are in any way physically disabled or those who are hard of hearing.

By Underground

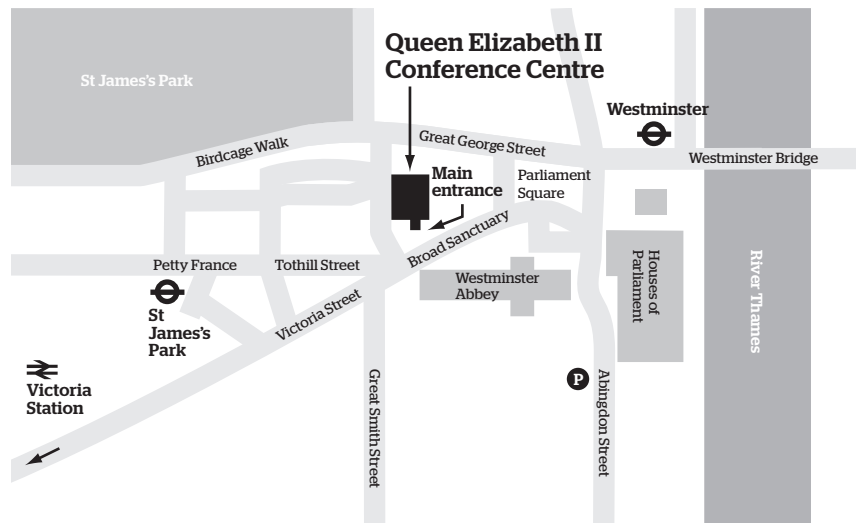
The nearest tube stations are St James's Park and Westminster on the District and Circle lines. Westminster is also on the Jubilee line.

By bus

Bus routes 24, 11 and 211 all stop nearby.

Please bring this attendance card with you to the meeting.

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The Queen Elizabeth II Conference Centre, Broad Sanctuary, Westminster, London SW1P 3EE
The Queen Elizabeth II Conference Centre operates a security system.
Cameras and recording devices are not permitted in the auditorium.

Annual Report mailing

The Company communicates with UK shareholders by means of our website. If you did not send us the tear-off slip on the e-communications letter sent to you previously, you were deemed, in accordance with the Companies Act 2006, to have agreed to viewing the documents on the website. The Annual Report can be accessed directly at the following address: www.prudential.co.uk/prudential-plc/investors/financialreports/

We believe that using website communications will be of benefit to those shareholders who do not wish to be burdened with long documents, and to the Company, as it represents a considerable saving in printing and distribution costs. In addition, by reducing unnecessary printing, it will benefit the environment. If you wish to change your instructions to receive future notifications by email rather than post, you can register at www.shareview.co.uk

Hard copy Annual Reports can be requested by calling the Company's registrar, Equiniti Limited on 0871 384 2035. Calls to 0871 numbers are charged at 8p per minute plus network extras. Lines are open from 8.30am to 5.30pm (UK), Monday to Friday. International shareholders should call +44(0)121 415 7026.

Electronic proxy appointment

In those countries where electronic voting is made available, a proxy may also be appointed electronically.

An electronic proxy appointment may be made by logging on to Equiniti Limited's website www.sharevote.co.uk. Shareholders will need their Voting ID, Task ID and Shareholder Reference Number, the three sets of numbers printed at the top of the Form of Proxy. Full details of the procedures are given on the website. Alternatively, if you have already registered with Equiniti Limited's online portfolio service Shareview, you can submit your proxy by logging on to your portfolio at www.shareview.co.uk, and clicking on the link to vote. Instructions are given on the website.

Electronic Voting through CREST

If you are a CREST member, you may use the CREST electronic proxy appointment service. The CREST Proxy Instruction must be properly authenticated in accordance with CREST specifications and must contain the information required for such instructions as set out in the CREST manual. The message, regardless of whether it constitutes the appointment of a proxy or an amendment to the instruction given to a previously appointed proxy must, in order to be valid, be transmitted so as to be received by our agent (ID RA19) by the latest time(s) for receipt of proxy appointments.

Important

Whichever method you choose, instructions or Form of Proxy must be received by the Company's registrar no later than 11.00am on Tuesday 13 May 2014. Please note that any instruction sent in electronic form found to contain a computer virus will not be accepted.

If you submit more than one valid proxy appointment, the appointment received last before the latest time for the receipt of proxies will take precedence.

Further details are included in the Notice of Annual General Meeting 2014.

Annual General Meeting 2014

Notes

- 1** If you wish to attend the Annual General Meeting at The Queen Elizabeth II Conference Centre, Broad Sanctuary, Westminster, London SW1P 3EE on Thursday 15 May 2014 at 11.00am, please bring with you the Attendance Card. You may be asked to produce it to show you have the right to attend, speak and vote at the Meeting.
- 2** If you wish to vote at the Meeting but are unable to attend in person, you may appoint a proxy to exercise all or any of your rights to attend, speak and vote on your behalf by completing the Form of Proxy overleaf. If you wish to appoint a proxy other than the Chairman, you should delete the words 'the Chairman of the Meeting' and enter the name of the proxy into the appropriate space on the Form of Proxy overleaf. If you sign and return the Form of Proxy with no name inserted in the box, the Chairman of the Meeting will be deemed to be your proxy.
- 3** You may appoint more than one proxy provided that each proxy is appointed in respect of the rights attached to a different share or shares held by you. You may not appoint more than one proxy to exercise rights attached to any one share. To appoint more than one proxy, please contact our registrar, Equiniti Limited, by calling 0871 384 2035 to request further Forms of Proxy. Calls to this number are charged at 8p per minute plus network extras. Other telephony provider costs may vary. Callers from overseas should contact the Equiniti overseas helpline number on +44 121 415 7026. Lines are open from

8.30am to 5.30pm UK time Monday to Friday. Alternatively, you may photocopy this Form of Proxy. Please indicate in the box next to the proxy holder's name the number of shares in relation to which they are entitled to act as your proxy. Please also indicate by ticking the box at the end of the Form of Proxy if the proxy instruction is one of multiple instructions being given. All forms must be signed and should be returned together in the same envelope.

- 4** A proxy need not be a member of the Company. Where you appoint as your proxy someone other than the Chairman, you are responsible for ensuring that they attend the Meeting and are aware of your voting intentions. Appointment of a proxy does not preclude a member from attending the Meeting and voting in person.

Completion of Form of Proxy

- 5** If you want your proxy to vote in a certain way on the resolutions specified please place a mark in the relevant boxes. If you select 'Discretionary' or fail to select any of the given options your proxy may vote as he or she chooses or may decide not to vote at all. The proxy can also do this on any additional or amended resolution that is put to the Meeting.
- 6** The 'Vote Withheld' option is provided to enable you to abstain on any particular resolution. However it should be noted that a vote withheld is not a vote in law and will not be counted in the calculation of the proportion of the votes 'For' and 'Against' a resolution.
- 7** If your proxy is being appointed in relation to less than your full voting

entitlement, please enter in the box next to the proxy holder's name the number of shares in relation to which they are authorised to act as your proxy. If left blank your proxy will be deemed to be authorised in respect of your full voting entitlement (or if this Form of Proxy has been issued in respect of a designated account for a shareholder, the full voting entitlement for that designated account).

- 8** The attention of joint holders is directed to the following extract from the Articles of Association of the Company: 'In the case of joint holders of a share, the vote of the senior who tenders a vote, whether in person or by proxy, shall be accepted to the exclusion of the votes of the other joint holders. For this purpose seniority shall be determined by the order in which the names of the holders stand in the register.'
- 9** To appoint a proxy using the Form of Proxy overleaf, the form and any power of attorney or any other authority (or a copy of such authority certified notarially) under which it is signed must be:
 - completed and signed;
 - sent to Equiniti or Computershare, as appropriate, using the envelope provided; and
 - received by Equiniti or Computershare not later than 48 hours before the time of the Meeting.

A corporation is requested to complete this form either by sealing it or by signing under the hand of its attorney or duly authorised officer.

Annual General Meeting 2014



Voting ID

Task ID

Shareholder reference number

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+

Before completing this form, please read the explanatory notes on page 3.

I/We, being a member of the Company, hereby appoint the Chairman of the Meeting OR the following person (see note 2 on page 3)

 shares

as my/our proxy to exercise all or any of my/our rights to attend, speak and vote for me/us on my/our behalf at the Annual General Meeting of the Company to be held on 15 May 2014 at 11.00am and at any adjournment thereof. I/We have indicated how I/we wish my/our proxy to vote on the following resolutions by marking the appropriate boxes like this . I/We further authorise my/our proxy to vote on any other resolutions that may properly be put to the Meeting as my/our proxy thinks fit. If no indication is given, the proxy will vote or abstain at his/her discretion.

| | For | Against | Vote withheld | Discretionary |
|--------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1 To receive and consider the Accounts, Strategic Report, Directors' Remuneration Report, Directors' Report and the Auditors' Report | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 To approve the Directors' Remuneration Policy | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 To approve the Directors' Remuneration Report (other than the Directors' Remuneration Policy) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 To declare a final dividend of 23.84 pence per ordinary share of the Company | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 To elect Ms Jacqueline Hunt as a director | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 To elect Mr Anthony Nightingale as a director | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 To elect Ms Alice Schroeder as a director | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

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|---------------------------------------------------------------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 8 To re-elect Sir Howard Davies as a director | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 9 To re-elect Mr John Foley as a director | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 10 To re-elect Ms Ann Godbehere as a director | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 11 To re-elect Mr Alexander Johnston as a director | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 12 To re-elect Mr Paul Manduca as a director | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 13 To re-elect Mr Michael McLintock as a director | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 14 To re-elect Mr Kaikhushru Nargolwala as a director | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 15 To re-elect Mr Nicolaos Nicandrou as a director | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 16 To re-elect Mr Philip Remnant as a director | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 17 To re-elect Mr Barry Stowe as a director | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 18 To re-elect Mr Tidjane Thiam as a director | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 19 To re-elect Lord Turnbull as a director | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 20 To re-elect Mr Michael Wells as a director | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 21 To appoint KPMG LLP as the Company's auditor | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 22 To authorise the directors to determine the amount of the auditor's remuneration | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 23 Renewal of the authority to make political donations | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 24 Renewal of authority to allot ordinary shares | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 25 Renewal of extension of authority to allot ordinary shares to include repurchased shares | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 26 Renewal of authority to allot preference shares | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 27 Renewal of authority for disapplication of pre-emption rights | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 28 Renewal of authority for purchase of own shares; and | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 29 Renewal of authority in respect of notice for general meetings | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Please tick here if the appointment being made by this Form of Proxy is one of multiple appointments being made (see note 3 on page 3).

Signature

Date

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