



Prudential plc
保誠有限公司*

(Incorporated and registered in England and Wales with limited liability, registered number 01397169)

(Stock Code : 2378)

21 April 2023

Dear Shareholder,

Election of Means of Receipt and Language of Corporate Communications

We are delighted to enclose the annual report (the "Annual Report") of Prudential plc (the "Company") for the year ended 31 December 2022 and the notice of annual general meeting of the Company (the "Notice of Annual General Meeting") to be held on 25 May 2023, together with the form of proxy for use at that meeting. As a shareholder of the Company, we would like you to receive all Corporate Communications of the Company, such as the Annual Report and the Notice of Annual General Meeting, in your preferred format.

To this end, you have three options for receiving all future Corporate Communications:

Option 1 – website communications with paper copy notification

If you wish to be notified by paper copy letter whenever Corporate Communications are available on the Company website at www.prudentialplc.com/en/news-and-insights/all-news/hkex/ (the "Company Website") and the Hong Kong Exchanges and Clearing Limited website at www.hkexnews.hk (the "HKEx Website"), you do not need to do anything.

Option 2 – website communications with e-mail notification

If you wish to be notified by e-mail (rather than by paper copy letter) whenever Corporate Communications are available on the Company Website and the HKEx Website, you will need to complete the Reply Form enclosed, provide your email address, sign the form and return it to the Company c/o its Hong Kong branch share registrar (the "Hong Kong Share Registrar"), Computershare Hong Kong Investor Services Limited, by following the mailing instructions set out below.

Option 3 – paper copy communications

If you wish to continue to receive paper copies of the Corporate Communications through the post, you will need to complete the Reply Form enclosed, select the choice of language of the paper copy documentation (that is, in English, Chinese or both languages), sign the form and return it to the Company c/o the Hong Kong Share Registrar by following the mailing instructions set out below.

Using website communications will be of benefit to those shareholders who do not wish to be burdened with long paper documents, and to the Company, as it represents a considerable saving in printing and distribution costs. In addition, reducing unnecessary printing will benefit the environment.

Please note that pursuant to the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and the articles of association of the Company, if you do not return your Reply Form to the Hong Kong Share Registrar by 19 May 2023, you will be deemed to have elected to receive a paper copy notification whenever new Corporate Communications become available on the Company Website and the HKEx Website, as in option 1 above.

Mailing instructions for the Reply Form

The completed and signed Reply Form should be returned to the Company c/o Computershare Hong Kong Investor Services Limited at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong by post using the mailing label provided at the bottom of the Reply Form (no postage stamp is required if mailed in Hong Kong), or by sending a scanned copy of the completed and signed Reply Form by email to prudential.ecom@computershare.com.hk.

You can change your mind at any time by providing reasonable notice in writing to the Company c/o the Hong Kong Share Registrar by mail or by email at prudential.ecom@computershare.com.hk to change the means of receipt and/or your choice of language of the Corporate Communications. If for any reason you have difficulty in receiving or gaining access to the Corporate Communications on the Company Website or the HKEx Website, the Hong Kong Share Registrar will, upon your request in writing or by e-mail, send a paper copy of the relevant Corporate Communications free of charge. Please note that the paper copies of the English and Chinese versions of all future Corporate Communications will be available from the Company c/o the Hong Kong Share Registrar upon request; and the electronic versions will also be available on the Company Website at www.prudentialplc.com/en/news-and-insights/all-news/hkex/ and the HKEx Website at www.hkexnews.hk.

Should you have any queries in relation to this letter, please call the hotline of the Hong Kong Share Registrar at (852) 2862 8688 during business hours (9.00am to 6.00pm from Monday to Friday, excluding public holidays).

Yours faithfully,
By order of the Board of Directors
Prudential plc
Tom Clarkson
Company Secretary

¹ Unless otherwise specified, Corporate Communications refers to any documents issued or to be issued by the Company for the information or action of holders of any of its securities, including but not limited to the annual report, interim report, notice of meeting, circular and proxy form.

* For identification purposes

