

(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*

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.

CCS4713

Reply	/ Form	回條
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Prudential plc (the "Company")

(Stock Code: 2378)

c/o Computershare Hong Kong Investor Services Limited 17M Floor, Hopewell Centre. 183 Queen's Road East, Wanchai, Hong Kong

致: 保誠有限公司*(「本公司」)

(股份代號:2378) 經香港中央證券登記有限公司

香港灣仔

皇后大道東 183 號 合和中心 17M 樓

I/We would like to receive all future Corporate Communications of the Company in the manner indicated below:

本人/吾等希望以下列方式收取本公司的所有日後公司通訊:

(Please mark "X" in ONE of the following boxes) (請在下列其中一個空格內劃上「X」號)

to receive all future Corporate Communications published on the Company Website and the HKEx Website instead of receiving paper copies, and to be notified by the Company by e-mail at the following email address when Corporate Communications are available on these websites; OR

收取在本公司網站及港交所網站登載的所有日後公司通訊,以代替收取印刷本,並以電郵方式透過以下電郵地址收取有關 公司通訊已在該等網站登載之通知;或

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to receive paper copies of the English version of all future Corporate Communications; OR 收取所有日後公司通訊的**英文印刷本**;或

- to receive the paper copies of the Chinese version of all future Corporate Communications; OR 收取所有日後公司通訊的**中文印刷本**;或
 - to receive paper copies of both the English and Chinese versions of all future Corporate Communications. 收取所有日後公司通訊的英文及中文印刷本。

聯絡電話號碼:	
Date: 日期:	

Signature: 簽名:

Notes

- Terms used in this Reply Form shall bear the same meanings as those defined in the Letter to Shareholder(s) dated 21 April 2023. 本回條中所用詞彙與日期為二零二三年四月二十一日致股東之函件所界定者具有相同涵義
- If the Company does not receive this Reply Form duly completed and signed by you or does not receive a response indicating an objection from you by 19 May 2023, you will be deemed to have elected to receive a paper copy notification whenever new Corporation Communications become available on the Company Website and the HKEx Website in the future. 倘若本公司於二零二三年五月十九日仍未收到 閣下填妥及簽署的回條或表示反對的回覆, 閣下將被視為已選擇日後在本公司網站和港交所網站上登載新公司通訊時接收印刷本 捅知:
- Shareholders are entitled to change the choice of means of receipt and language of the Corporate Communications at any time by reasonable notice in writing to the Company c/o the Hong Kong Share Registrar by mail or by e-mail at prudential.ecom@computershare.com.hk.

股東有權隨時透過以郵遞方式經香港股份過戶登記處給予本公司合理書面通知或發送電郵至 <u>prudential.ecom@computershare.com.hk</u>,要求更改所選擇的公司通訊的收取方式及語

This form will be void if more than one box is marked "X", none of the boxes are marked "X", or the form is not signed or is otherwise incorrectly completed.

如超過一個空格劃上「X」號;沒有空格劃上「X」號或未有簽署或在其他方面填寫不正確,則本表格將會作廢。 For the avoidance of doubt, the Company does not accept any special instructions written on this Reply Form.

為免存疑,任何在本回條上的特別手寫指示,本公司將不予處理。

The Company may process the personal data collected on this form in accordance with its privacy policy, which can be found at

https://www.prudentialplc.com/~/media/Files/P/Prudential-V13/policies-and-statements/group-privacy-policy-may2022.pdf

The Company's privacy policy applicable to the main share register can be found at https://www.prudentialplc.com/~/media/Files/P/Prudential-V13/content-pdf/prudential-share-register-privacy-notice.pdf

Computershare's privacy policy can be found at

https://www.computershare.com/hk/en/privacy-policies

本公司可按照其私隱政策處理就本回條收集的個人資料,私隱政策可於 https://www.prudentialplc.com/~/media/Files/P/Prudential-V13/policies-and-statements/group-privacy-policy-

適用於股東名冊主冊的本公司私隱政策可於https://www.prudentialplc.com/~/media/Files/P/Prudential-V13/content-pdf/prudential-share-register-privacy-notice.pdf查閱。 中央證券的私隱政策可於https://www.computershare.com/hk/zh/privacy-policies查閱。

For identification purposes 僅供識別

Mailing Label 郵寄標籤

Computershare Hong Kong Investor Services Limited

香港中央證券登記有限公司

Freepost No. 簡便回郵號碼:37 Hong Kong 香港

Please cut the mailing label and stick it on an envelope to return this Reply Form to us.

No postage is necessary if posted in Hong Kong

閣下寄回本回條時,請將郵寄標籤剪貼於信封上。 如在本港投寄 , 閣下無需支付郵費或貼上郵票。

