



Gender Diversity Statement

The Board welcomes the review chaired by Lord Davies of Abersoch, 'Women on Boards', and endorses the aspirations expressed therein.

The Company seeks, through its diversity policy, to encourage the recruitment, development and retention of talented women at all levels. Furthermore, the Board remains committed to inclusion in all its forms and believes that leading companies should seek out diversity. The Board has therefore decided to make diversity and inclusion one of strategic priorities for Prudential.

The inclusion of women extends to the plc Board and is an important consideration during searches for new Board members. Prudential embraces the proposition that more women on boards would be advantageous to companies as well as to society at large. We remain duty bound to recruit and invest in the best available talent and, although the Board does not endorse quotas, it does commit to having an increasing representation of women throughout the company.

As part of our commitment to diversity, we have contributed to the Hampton-Alexander Review and signed the HM Treasury 'Women in Finance Charter' www.womeninfinance.org.uk, which aims to increase the number of women working in senior management in companies.