

Additional information

Shareholder information

Analysis of registered shareholder accounts

Size of shareholding	31 December 2008			
	Number of shareholder accounts	% of total number of shareholder accounts	Number of shares	% of total number of shares
1,000,001 – 10,000,000	302	0.40	2,105,140,188	84.31
500,001 – 1,000,000	165	0.22	118,724,435	4.75
100,001 – 500,000	528	0.70	125,227,037	5.01
10,001 – 100,000	2,366	3.14	61,667,244	2.47
5,001 – 10,000	3,308	4.39	23,150,877	0.93
1,001 – 5,000	21,822	28.92	48,676,543	1.95
1 – 1,000	46,947	62.23	14,361,364	0.58
Total	75,438	100	2,496,947,688	100

Financial calendar

2008 final dividend – deadline for scrip dividend mandates (Irish shareholders)	30 April 2009
2008 final dividend – deadline for scrip dividend mandates (UK shareholders)	1 May 2009
Annual General Meeting	14 May 2009
Payment of 2008 final dividend	22 May 2009
Announcement of 2009 Half Yearly Results	13 August 2009
Ex dividend date	19 August 2009
Record date	21 August 2009
Payment of 2009 interim dividend	24 September 2009

Shareholder enquiries

Equiniti Limited
 Aspect House
 Spencer Road
 Lancing
 West Sussex BN99 6DA
 Tel: 0871 384 2035
 Fax: 0871 384 2100
 Textel: 0871 384 2255 (for hard of hearing)
 Calls to 0871 numbers are charged at 8p per minute from a BT landline. Other telephony providers' costs may vary.
 International shareholders
 Tel: +44 (0) 121 415 7047

Dividend mandates

Shareholders may find it convenient to have their dividends paid directly to their bank or building society account. If you wish to take advantage of this facility, please call Equiniti and request a 'Dividend Mandate' form. Alternatively, you may download a form from http://www.prudential.co.uk/prudential-plc/investors/shareholder_services/forms

Evergreen scrip dividend scheme

The Company will be offering an evergreen scrip dividend scheme in respect of the final dividend for the year ending 31 December 2008. The number of new shares each participating shareholder will be entitled to, is calculated by dividing the total cash dividend due at the record date (14 April 2009) by the scrip reference price.

The scrip reference price is calculated as the average of the middle market quotations for the Company's shares as derived from the Daily Official List of the London Stock Exchange for the five business days commencing on 8 April 2009.

Once signed up to the evergreen scrip, shareholders will automatically receive shares for all future scrip dividends. This election can be cancelled at any time by the shareholder. Further details of the scrip dividend scheme are available on our website <http://www.prudential.co.uk/prudential-plc/investors>

Electronic communications

Shareholders are encouraged to elect to receive shareholder documents electronically by registering with Shareview at <http://www.shareview.co.uk> This will save on printing and distribution costs, creating environmental benefits. When you register, you will be sent an email notification to say when shareholder documents are available on our website and you will be provided with a link to that information. When registering, you will need your shareholder reference number which can be found on your share certificate or proxy form. Please contact Equiniti if you require any assistance or further information.

Share dealing services

The Company's Registrars, Equiniti, offer a postal dealing facility for buying and selling Prudential plc ordinary shares. Please see the Equiniti address above or telephone 0871 384 2248. They also offer a telephone and internet dealing service, Shareview, which provides a simple and convenient way of selling Prudential plc shares. For telephone sales call 0871 384 2020 between 8.30am and 4.30pm, Monday to Friday, and for internet sales log on to <http://www.shareview.co.uk/dealing>

Sharegift

Shareholders who only have a small number of shares whose value makes it uneconomic to sell them may wish to consider donating them to ShareGift (Registered Charity 1052686). The relevant share transfer form may be obtained from our website http://www.prudential.co.uk/prudential-plc/investors/shareholder_services/forms or from Equiniti. Further information about ShareGift may be obtained on +44 (0) 20 7930 3737 or from <http://www.ShareGift.org>. There are no implications for capital gains tax purposes (no gain or loss) on gifts of shares to charity and it is also possible to obtain income tax relief.

Irish branch register

The Company operates a branch register for Irish shareholders. All enquiries regarding Irish branch register accounts should be directed to Capita Registrars (Ireland), Unit 5, Manor Street Business Park, Manor Street, Dublin 7. Telephone: +353 1 810 2400.

American Depositary Receipts (ADRs)

The Company's ordinary shares are listed on the New York Stock Exchange in the form of American Depositary Shares, evidenced by ADRs and traded under the symbol PUK. Each American Depositary Share represents two ordinary shares. All enquiries regarding ADR holder accounts should be directed to JP Morgan, the authorised depositary bank, at JPMorgan Chase & Co, P O Box 64504, St. Paul, MN 55164-0504, USA, telephone +1 651 453 2128 or log on to <http://www.adr.com>

Form 20-F

The Company is subject to the reporting requirements of the Securities and Exchange Commission (SEC) in the USA as such requirements apply to foreign companies and files its Form 20-F with the SEC. Copies of Form 20-F can be found on our website at <http://www.prudential.co.uk> or on the SEC's website at <http://www.sec.gov>