

### Analysis of registered shareholder accounts

Size of shareholding	31 December 2009			
	Number of shareholder accounts	% of total number of shareholder accounts	Number of shares	% of total number of shares
1,000,001 upwards	278	0.39	2,164,318,575	85.47
500,001 – 1,000,000	157	0.22	110,715,705	4.37
100,001 – 500,000	507	0.71	119,504,546	4.72
10,001 – 100,000	2,200	3.07	57,843,159	2.28
5,001 – 10,000	3,094	4.31	21,545,844	0.85
1,001 – 5,000	20,077	28.00	44,722,257	1.77
1 – 1,000	45,387	63.30	13,577,385	0.54
<b>Total</b>	<b>71,700</b>	<b>100</b>	<b>2,532,227,471</b>	<b>100</b>

### Financial calendar

Ex-dividend date	7 April 2010
Record date	9 April 2010
Annual General Meeting	19 May 2010
Payment of 2009 final dividend	27 May 2010
Announcement of 2010 Half Yearly Results	12 August 2010
Ex-dividend date	18 August 2010
Record date	20 August 2010
Payment of 2010 interim dividend	23 September 2010

### 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 8 pence per minute from a BT landline. Other telephone 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 'Cash Dividend Mandate' form. Alternatively, you may download a form from [www.prudential.co.uk/prudential-plc/investors/shareholder\\_services/forms](http://www.prudential.co.uk/prudential-plc/investors/shareholder_services/forms)

### Scrip dividend alternative

The Company will be offering a scrip dividend alternative in respect of the final dividend for the year ending 31 December 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 and the timetable for each payment are available on the Company website at [www.prudential.co.uk/prudential-plc/investors](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 [www.shareview.co.uk](http://www.shareview.co.uk). This will save on printing and distribution costs, and create environmental benefits. Once you have registered, you will be sent an email notification whenever 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 [www.shareview.co.uk/dealing](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 [www.prudential.co.uk/prudential-plc/investors/shareholder\\_services/forms](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 [www.ShareGift.org](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 [www.adr.com](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 the Company's website at [www.prudential.co.uk](http://www.prudential.co.uk) or on the SEC's website at [www.sec.gov](http://www.sec.gov)