



PRUDENTIAL

PRUDENTIAL PLC
12 ARTHUR STREET
LONDON EC4R 9AQ

HARVEY MCGRATH
CHAIRMAN

12 April 2011

Dear Shareholder,

2010 Final Dividend and Evergreen Dividend Reinvestment Plan

The timetable for the 2010 final dividend is as follows:

09 March 2011	Announcement of 2010 full year audited results and final dividend
30 March 2011	Ordinary shares quoted ex dividend
01 April 2011	Record date for the 2011 final dividend
05 May 2011	Final date for receipt of Dividend Reinvestment Plan mandate forms
25 May 2011	Dividend cheques despatched 1st class post
26 May 2011	Dividend payment date
01 June 2011	Despatch of share certificates to shareholders who elected to take shares under the Plan
02 June 2011	Settlement date and accounts credited with new shares

I am pleased to inform you that we are introducing a Dividend Reinvestment Plan ("the Plan"). This will give shareholders the option of using their dividend payments to buy more shares in the Company, and will be available for the 2010 final dividend which is due for payment on 26 May 2011. Participation in the Plan will mean that in future all your dividends will be reinvested in shares which will be purchased on your behalf in the market as soon as practicable after the relevant dividend payment date.

Please note that in order to participate in the Plan in respect of the 2010 final dividend Equiniti Financial Services Limited must receive your completed application by 5.00pm (BST) on Thursday 05 May 2011.

The Plan will enable you to buy shares at favourable commission rates; however you should be aware that you will remain liable to income tax on dividends received.

Full details of the Plan are set out in the enclosed booklet. If you have any questions about the Plan please call the Equiniti Financial Services Limited UK helpline on 0871 384 2268* or +44 (0) 121 415 7173 from outside the UK.

No action is required if you wish to receive your dividends in cash.

As the Company is introducing the Dividend Reinvestment Plan, it is ceasing the existing Scrip Dividend Scheme.

Accordingly, any residual cash balances (i.e. any cash amount left over that was not sufficient to allocate an ordinary share in relation to past dividends) will be paid to participants in the Scrip Dividend Scheme under separate cover on 28 April 2011.

Yours sincerely

Harvey McGrath
Chairman