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**PRUDENTIAL**

**Prudential plc**

**英國保誠有限公司\***

*(Incorporated and registered in England and Wales under the number 01397169)  
(Stock code: 2378)*

## **Dividend Reinvestment Plan - Hong Kong Shareholders and CDP Shareholders**

On 9 March 2011, Prudential plc (the "**Company**") announced its preliminary results for the financial year ended 31 December 2010. In its preliminary results announcement and announcements in relation to the 2010 final dividend, the Company announced that shareholders will be offered a Dividend Reinvestment Plan ("**DRIP**").

Due to certain technical issues, the Company announces that it will not be able to offer the DRIP for the 2010 final dividend to shareholders on the Hong Kong branch register ("**Hong Kong Shareholders**") or shareholders holding their interests in the Company's shares through The Central Depository (Pte) Limited ("**CDP Shareholders**"). These shareholders will instead receive the cash dividend. Since a DRIP involves the purchase of shares already in issue, Hong Kong Shareholders and CDP Shareholders will not suffer any dilution in their holdings as a result of the DRIP being offered to shareholders on the UK principal register and the Irish branch register. If these technical issues can be overcome, the Company would offer the DRIP to Hong Kong Shareholders and CDP Shareholders for its next dividend.

The cash dividend will be payable on 26 May 2011 for Hong Kong Shareholders and on or about 2 June 2011 for CDP Shareholders. The cash dividend is quoted in Sterling. The amount received by Hong Kong Shareholders will be calculated using the Sterling/Hong Kong Dollar exchange rate of £1.00:HK\$12.5865 as quoted by the WM Company on 8 March 2011. The amount received by CDP Shareholders will be the Hong Kong Dollar/Singapore Dollar exchange rate to be determined by CDP.

As announced on 9 March 2011, the Scrip Dividend Scheme previously available is not being offered in respect of the 2010 final dividend. Accordingly, any residual cash balances will be paid to Hong Kong Shareholders that participated in the Scrip Dividend Scheme. The residual cash balances of CDP Shareholders who participated in the Scrip Dividend Scheme in respect of the 2010 interim dividend were paid to them by way of cheque or direct credit to their bank accounts concurrently with the payment of such dividend.

By order of the Board  
**Prudential plc**  
**Margaret Ann Coltman**  
*Company Secretary*

29 April 2011, Hong Kong

As at the date of this announcement, the Board of Directors of Prudential plc comprises:

*Chairman*

Harvey Andrew McGrath

*Executive Directors*

Cheick Tidjane Thiam (*Group Chief Executive*), Nicolaos Andreas Nicandrou ACA, Robert Alan Devey, John William Foley, Michael George Alexander McLintock, Barry Lee Stowe and Michael Andrew Wells

*Independent Non-executive Directors*

Keki Bomi Dadiseth FCA, Sir Howard John Davies, Michael William Oliver Garrett, Ann Frances Godbehere FCGA, Bridget Ann Macaskill, Paul Victor Falzon Sant Manduca, Kathleen Anne O'Donovan ACA, James Hood Ross and Lord Andrew Turnbull KCB CVO

\* For identification purposes