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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)

**Record date in connection with
the payment of 2012 Final Dividend**

Prudential plc (the “**Company**”) announces that, subject to shareholders’ approval at the annual general meeting to be held on Thursday, 16 May 2013, the 2012 Final Dividend will be payable to (a) shareholders on the United Kingdom register at 6:00 p.m. (London time) on Tuesday, 2 April 2013; (b) shareholders on the Hong Kong branch register at 4:30 p.m. (Hong Kong time) on Tuesday, 2 April 2013; and (c) shareholders with shares standing to the credit of their securities accounts with The Central Depository (Pte) Limited (“**CDP Shareholders**”) at 5:00 p.m. (Singapore time) on Tuesday, 2 April 2013.

The Company announces that, subject to shareholders’ approval at the forthcoming annual general meeting to be held on Thursday, 16 May 2013 in the United Kingdom:

- (1) The 2012 final dividend of 20.79 pence per share will be payable to (a) shareholders on the United Kingdom register at 6:00 p.m. (London time) on Tuesday, 2 April 2013; (b) shareholders on the Hong Kong branch register at 4:30 p.m. (Hong Kong time) on Tuesday, 2 April 2013; and (c) CDP Shareholders at 5:00 p.m. (Singapore time) on Tuesday, 2 April 2013.
- (2) Any person who has acquired shares registered on the Hong Kong branch register but who has not lodged the share transfer with Computershare Hong Kong Investor Services Limited at Shops 1712-1716, 17th Floor, Hopewell Centre, 183 Queen’s Road East, Wanchai, Hong Kong should do so **before 4:30 p.m. (Hong Kong time) on Tuesday, 2 April 2013** in order to receive the 2012 Final Dividend.
- (3) The ordinary shares of the Company will be quoted ex dividend for shareholders on the Hong Kong branch register on Thursday, 28 March 2013.
- (4) The ordinary shares of the Company will be quoted ex dividend for CDP Shareholders at 9:00 a.m. (Singapore time) on Thursday, 28 March 2013.

By order of the Board
Prudential plc
Alan F. Porter
Group Company Secretary

14 March 2013, Hong Kong

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

Chairman

Paul Victor Falzon Sant Manduca

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, Alexander Dewar Kerr Johnston CMG FCA, Kaikhushru Shiavax Nargolwala FCA, Philip John Remnant CBE ACA and Lord Andrew Turnbull KCB CVO

* *For identification purposes*