

Shareholder Reference Number:

Shareholders will be given the option to attend and vote at the General Meeting in person or electronically. If you decide not to attend the General Meeting, it is important that you do still cast your votes in respect of the business of the meeting and you can do so by voting by proxy, whether or not you plan to attend the meeting. If you would like to attend the meeting please follow the instructions in the Notice of General Meeting. If attending electronically, you will require the following details:

Meeting ID: 152-572-602
Shareholder reference number (SRN): see above
PIN: First 2 and last 2 digits of the SRN.

Please contact Prudential plc's registrar before 10.00 am on 26 August 2021 on 0333 207 6392 or +44(0) 333 207 6392 if you are calling from outside the UK for your SRN and PIN. Lines are open 8.30 am to 5.30 pm Monday to Friday (excluding public holidays in England & Wales).

Please refer to the notes overleaf for more information

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Prudential plc Form of Proxy

General Meeting 2021

1499-093-S

Before completing this form, please read the explanatory notes overleaf.

I/We, being a member of the Company, hereby appoint the Chair of the Meeting OR the following person (see note 2 overleaf)

as my/our proxy to exercise all or any of my/our rights to attend, speak and vote for me/us on my/our behalf at the General Meeting of the Company to be held at Nomura, 1 Angel Lane, London EC4R 3AB at 10.00 am UK time (5.00 pm Hong Kong/Singapore time) on 27 August 2021 and at any adjournment thereof. I/We have indicated how I/we wish my/our proxy to vote on the following resolutions by marking the appropriate boxes like this . I/We further authorise my/our proxy to vote on any other resolutions that may properly be put to the Meeting as my/our proxy thinks fit. If no indication is given, the proxy will vote or abstain at his/her discretion.

1 Demerger Resolution

For	Against	Vote withheld	Discretionary
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Signature

Date

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Notice of availability

The Company communicates with UK shareholders by means of our website. The Circular and Notice of the General Meeting can be accessed directly on the Company's website: www.prudentialplc.com/investors/shareholder-information/jackson-demergers-transaction-documents. Using website communications will be of benefit to those shareholders who do not wish to be burdened with long documents, and to the Company, as it represents a considerable saving in printing and distribution costs. In addition, reducing unnecessary printing will benefit the environment. If you wish to change your instructions to receive future notifications by email rather than post, you can register at www.shareview.co.uk.

Paper copies of shareholder communications can be requested by calling the Company's registrar, Equiniti Limited ('Equiniti') on 0333 207 6392 and Textel 0371 384 2255 (for hard of hearing). Lines are open from 8.30am to 5.30pm (London time), Monday to Friday. International shareholders should call +44 0333 207 6392.

Electronic proxy appointment

In those countries where electronic voting is made available, a proxy may also be appointed electronically. An electronic proxy appointment may be made by logging on to Equiniti's website www.sharevote.co.uk. Shareholders will need their Voting ID, Task ID and shareholder reference number, the three sets of numbers printed at the top of the Form of Proxy. Full details of the procedures are given on the website. Alternatively, if you have already registered with Equiniti's online portfolio service Shareview, you can submit your proxy by logging on to your portfolio at www.shareview.co.uk, using your user ID and password. Once logged in simply click 'View' on the 'My Investments' page, click on the link to vote then follow the on screen instructions.

If you are a CREST member, you may use the CREST electronic proxy appointment service. The CREST Proxy Instruction must be properly authenticated in accordance with CREST specifications and must contain the information required for such instructions as set out in the CREST manual. The message, regardless of whether it constitutes the appointment of a proxy or an amendment to the instruction given to a previously appointed proxy must, in order to be valid, be transmitted so as to be received by our agent (ID RA19) by the latest time(s) for receipt of proxy appointments.

Important

Whichever method you choose, instructions or Form of Proxy must be received by the Company's registrar no later than 10.00am London time (5.00pm Hong Kong/Singapore

time) on Wednesday 25 August 2021. Please note that any instruction sent in electronic form found to contain a computer virus will not be accepted.

If you submit more than one valid proxy appointment, the appointment received last before the latest time for the receipt of proxies will take precedence.

Further details are included in the Notice of General Meeting 2021. This form is for use by shareholders who hold Prudential shares listed on the London or Hong Kong Stock Exchanges.

Please watch the Company's website, regulatory news and other published notifications for any further updates in relation to the General Meeting.

Notes

- 1 If you wish to vote at the Meeting but are unable to attend (in person or electronically), you may appoint a proxy to exercise all or any of your rights to attend, ask questions and vote on your behalf by completing the Form of Proxy overleaf. If you wish to appoint a proxy other than the Chair, you should delete the words 'the Chair of the Meeting' and enter the name of the proxy into the appropriate space on the Form of Proxy overleaf. If you sign and return the Form of Proxy with no name inserted in the box, the Chair of the Meeting will be deemed to be your proxy.
- 2 You may appoint more than one proxy provided that each proxy is appointed in respect of the rights attached to a different share or shares held by you. You may not appoint more than one proxy to exercise rights attached to any one share. To appoint more than one proxy, please contact our registrar, Equiniti, by calling 0333 207 6392 to request further Forms of Proxy. Callers from overseas should contact the Equiniti overseas helpline number on +44 333 207 6392. Lines are open from 8.30am to 5.30pm London time Monday to Friday. Alternatively, you may photocopy this Form of Proxy. Please indicate in the box next to the proxy holder's name the number of shares in relation to which they are entitled to act as your proxy. Please also indicate by ticking the box at the end of the Form of Proxy if the proxy instruction is one of multiple instructions being given. All forms must be signed and should be returned together in the same envelope.
- 3 A proxy need not be a member of the Company. Where you appoint as your proxy someone other than the Chair, you are responsible for ensuring that they attend the Meeting and are aware of your voting intentions. Appointment of a proxy does not preclude a member from attending the Meeting and voting in person.

Completion of Form of Proxy

- 4 If you want your proxy to vote in a certain way on the resolutions specified please place a mark in the relevant boxes. If you select 'Discretionary' or fail to select any of the given options your proxy may vote as he or she chooses or may decide not to vote at all. The proxy can also do this on any additional or amended resolution that is put to the Meeting.
- 5 The 'Vote withheld' option is provided to enable you to abstain on any particular resolution. However it should be noted that a vote withheld is not a vote in law and will not be counted in the calculation of the proportion of the votes 'For' and 'Against' a resolution.
- 6 If your proxy is being appointed in relation to less than your full voting entitlement, please enter in the box next to the proxy holder's name the number of shares in relation to which they are authorised to act as your proxy. If left blank your proxy will be deemed to be authorised in respect of your full voting entitlement (or if this Form of Proxy has been issued in respect of a designated account for a shareholder, the full voting entitlement for that designated account).
- 7 The attention of joint holders is directed to the following extract from the Articles of Association of the Company: 'In the case of joint holders of a share, the vote of the senior who tenders a vote, whether in person or by proxy, shall be accepted to the exclusion of the votes of the other joint holders. For this purpose seniority shall be determined by the order in which the names of the holders stand in the register.'
- 8 To appoint a proxy using the Form of Proxy overleaf, the form and any power of attorney or any other authority (or a copy of such authority certified notari ally) under which it is signed must be:
 - completed and signed;
 - sent to Equiniti or Computershare Hong Kong Investor Services Limited as appropriate, using the envelope provided; and
 - received by Equiniti, Aspect House, Spencer Road, Lancing, West Sussex, BN99 6DA no later than 10.00am London time on Wednesday 25 August 2021 or Computershare Hong Kong Investor Services Limited, 17M Floor, Hopewell Centre, 183 Queen's Road East, Wan Chai, Hong Kong no later than 5.00pm Hong Kong/Singapore time on Wednesday 25 August 2021. Computershare Hong Kong can also be contacted on + 852 2862 8699.

A corporation is requested to complete this form either by sealing it or by signing under the hand of its attorney or duly authorised officer.

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