

## Additional information

### Shareholder information

#### Financial calendar

Ex dividend date	19 August 2009
Record date	21 August 2009
Scrip reference price displayed on Company's website	26 August 2009
Scrip Mandate deadline for 2009 interim dividend (Irish shareholders)	03 September 2009
Scrip Mandate deadline for 2009 interim dividend (UK shareholders)	04 September 2009
Payment of 2009 interim dividend	24 September 2009

#### 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 8p per minute from a BT landline.  
Other telephony 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 'Dividend Mandate' form. Alternatively, you may download a form from [www.prudential.co.uk](http://www.prudential.co.uk)

#### Evergreen scrip dividend

The Company is again offering a scrip dividend alternative in respect of the 2009 interim dividend.

Information about Prudential's Interim Dividend and the Evergreen Scrip Dividend can be found on the Company's website at: [www.prudential.co.uk](http://www.prudential.co.uk)

#### 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, creating environmental benefits. When you register, you will be sent an email notification to say when 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](http://www.prudential.co.uk) 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) Limited, 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 depository bank, at JP Morgan 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)

## Additional information

### How to contact us

#### **Prudential plc**

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Chairman

Mark Tucker  
Group Chief Executive

Tidjane Thiam  
Chief Financial Officer

Thibaut Le Maire  
Chief Risk Officer

Margaret Coltman  
Company Secretary

Priscilla Vacassin  
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Group Communications Director

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Clark Manning  
President and Chief Executive Officer

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#### **UK Register Private Shareholder Enquiries**

Tel 0871 384 2035  
International shareholders  
Tel +44 (0)121 415 7047

#### **Irish Branch Register Private Shareholder Enquiries**

Tel +353 1 810 2400

#### **American Depository Receipts Holder Enquiries**

Tel +1 651 453 2128

#### **Media Enquiries**

Tel +44 (0)20 7548 3706  
E-mail [media.relations@prudential.co.uk](mailto:media.relations@prudential.co.uk)

**Prudential public limited company**

Incorporated and registered in England and Wales

**Registered office**

Laurence Pountney Hill  
London EC4R 0HH  
Registered number 1397169

[www.prudential.co.uk](http://www.prudential.co.uk)

Prudential plc is a holding company, some of whose subsidiaries are authorised and regulated by the Financial Services Authority (FSA).

**Forward-Looking Statement**

This report may contain certain 'forward-looking statements' with respect to certain of Prudential's plans and its current goals and expectations relating to its future financial condition, performance, results, strategy and objectives. Statements containing the words 'believes', 'intends', 'expects', 'plans', 'seeks' and 'anticipates', and words of similar meaning, are forward-looking. By their nature, all forward-looking statements involve risk and uncertainty because they relate to future events and circumstances which are beyond Prudential's control including among other things, UK domestic and global economic and business conditions, market related risks such as fluctuations in interest rates and exchange rates, and the performance of financial markets generally; the policies and actions of regulatory authorities, the impact of competition, inflation, and deflation; experience in particular with regard to mortality and morbidity trends, lapse rates and policy renewal rates; the timing, impact and other uncertainties of future acquisitions or combinations within relevant industries; and the impact of changes in capital, solvency or accounting standards, and tax and other legislation and regulations in the jurisdictions in which Prudential and its affiliates operate. This may for example result in changes to assumptions used for determining results of operations or re-estimations of reserves for future policy benefits. As a result, Prudential's actual future financial condition, performance and results may differ materially from the plans, goals, and expectations set forth in Prudential's forward-looking statements. Prudential undertakes no obligation to update the forward-looking statements contained in this report or any other forward-looking statements it may make.

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