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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 2011 Final Dividend**

Prudential plc (the “**Company**”) announces that, subject to shareholders’ approval at the annual general meeting to be held on Thursday, 17 May 2012, the 2011 Final Dividend will be payable to (a) shareholders on the United Kingdom register at 6:00 p.m. (London time) on Friday, 30 March 2012; (b) shareholders on the Hong Kong branch register at 4:30 p.m. (Hong Kong time) on Friday, 30 March 2012; 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 Friday, 30 March 2012. Due to certain technical issues the Dividend Reinvestment Plan (“**DRIP**”) will not be available for the 2011 final dividend to shareholders on the Hong Kong branch register or CDP Shareholders.

The Company announces that, subject to shareholders’ approval at the forthcoming annual general meeting to be held on Thursday, 17 May 2012 in the UK:

- (1) The 2011 final dividend of 17.24 pence per share will be payable to (a) shareholders on the United Kingdom register at 6:00 p.m. (London time) on Friday, 30 March 2012; (b) shareholders on the Hong Kong branch register at 4:30 p.m. (Hong Kong time) on Friday, 30 March 2012; and (c) CDP Shareholders at 5:00 p.m. (Singapore time) on Friday, 30 March 2012.
- (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 Friday, 30 March 2012** in order to receive the 2011 Final Dividend.
- (3) The ordinary shares of the Company will be quoted ex dividend for shareholders on the Hong Kong branch register on Thursday, 29 March 2012.
- (4) The ordinary shares of the Company will be quoted ex dividend for CDP Shareholders at 9:00 a.m. (Singapore time) on Wednesday, 28 March 2012.

Due to certain technical issues the DRIP will not be available for the 2011 final dividend to shareholders on the Hong Kong branch register or CDP Shareholders.

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

15 March 2012, 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, Alexander Dewar Kerr Johnston CMG FCA, Paul Victor Falzon Sant Manduca, Kaikhushru Shiavax Nargolwala FCA, Kathleen Anne O’Donovan ACA and Lord Andrew Turnbull KCB CVO

* For identification purposes