

**Prudential plc (the Company)
Annual General Meeting 2011 (the Meeting)
Form of Proxy - IRISH BRANCH REGISTER**

Before completing this form, please read the explanatory notes on reverse

IVC:

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

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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 Annual General Meeting of the Company to be held on 19 May 2011 at 11.00am 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.

		For	Against	Vote Withheld	Discretionary
1	To receive the Directors' Report and the Financial Statements				
2	To approve the Directors' remuneration Report				
3	To declare a final dividend				
4	To elect Sir Howard Davies as a director				
5	To elect Mr John Foley as a director				
6	To elect Mr Paul Manduca as a director				
7	To elect Mr Michael Wells as a director				
8	To re-elect Mr Keki Dadiseth as a director				
9	To re-elect Mr Robert Devey as a director				
10	To re-elect Mr Michael Garrett as a director				
11	To re-elect Ms Ann Godbehere as a director				
12	To re-elect Mrs Bridget Macaskill as a director				
13	To re-elect Mr Harvey McGrath as a director				
14	To re-elect Mr Michael McLintock as a director				
15	To re-elect Mr Nicolaos Nicandrou as a director				

		For	Against	Vote Withheld	Discretionary
16	To re-elect Ms Kathleen O'Donovan as a director				
17	To re-elect Mr Barry Stowe as a director				
18	To re-elect Mr Tidjane Thiam as a director				
19	To re-elect Lord Turnbull as a director				
20	To re-appoint KPMG Audit Plc as auditor				
21	To authorise the directors to determine the amount of the auditor's remuneration				
22	Renewal of authority to make political donations				
23	Renewal of authority to allot ordinary shares				
24	Extension of authority to allot ordinary shares to include re-purchased shares				
25	Renewal of authority for disapplication of pre-emption rights				
26	Renewal of authority for purchase of own shares				
27	Renewal of authority in respect of notice for general meetings				
28	To authorise the change in the rules of the Prudential International Savings Related Share Option Scheme				
29	To authorise the change in the rules of the Prudential International Assurance Sharesave Plan				

Please tick here if the appointment being made by this Form of Proxy is one of multiple appointments being made (see note 3 overleaf).

Signature Date

Prudential plc (the Company)

Holder Ref:

Please do not post this section of the form but present it personally to gain admittance at the meeting.

ATTENDANCE FORM

Annual General Meeting 2011
at The Queen Elizabeth II Conference Centre,
Broad Sanctuary, Westminster,
London SW1P 3EE on 19 May 2011 at 11.00am

Signature of Shareholder _____

To be completed if you are a proxy
Name of proxy (Block letters) _____
Number of shares in respect of which the proxy is appointed _____
Signature _____

Prudential plc (the Company) Annual General Meeting 2011 (the Meeting)

Notes

1. The Annual General Meeting will be held at The Queen Elizabeth II Conference Centre, Broad Sanctuary, Westminster, London SW1P 3EE on 19 May 2011 at 11.00am. If you wish to attend please bring your attendance form.
2. If you wish to vote at the Annual General Meeting but are unable to attend in person, you may appoint a proxy to exercise all or any of your rights to attend and to speak and vote on your behalf by completing the Form of Proxy overleaf. If you wish to appoint a proxy other than the Chairman, you should delete the words 'the Chairman 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 Chairman of the Meeting will be deemed to be your proxy.
3. 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 Capita Registrars (Ireland) Limited on +353 1 810 2400 to request further Forms of Proxy. 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.
4. A proxy need not be a member of the Company. Where you appoint as your proxy someone other than the Chairman, 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.
5. 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 can vote as he or she chooses or can decide not to vote at all. The proxy can also do this on any additional or amended resolution that is put to the Meeting.
6. 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.
7. 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 proxy form has been issued in respect of a designated account for a shareholder, the full voting entitlement for that designated account).
8. 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.'
9. 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: (i) completed and signed; (ii) sent to Capita Registrars (Ireland) Limited, Unit 5, Manor Street Business Park, Manor Street, Dublin 7; and (iii) received by Capita Registrars (Ireland) Limited not later than 5:00pm on 16 May 2011.

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.

2010 final cash dividend

The timetable for the 2010 final dividend is as follows:

9 March 2011	Announcement of 2010 full year audited results and final dividend
30 March 2011	Ordinary shares quoted ex dividend
1 April 2011	Record date for the 2010 final dividend
25 May 2011	Dividend cheques posted
26 May 2011	Dividend payment date