

Company #

**Vote by Internet, Telephone or Mail
24 Hours a Day, 7 Days a Week**

Internet and Telephone voting is available through
11:59 PM Eastern Time on May 11, 2011.

Your Internet or Telephone vote authorises the named proxies
to vote your shares in the same manner as if you marked,
signed and returned your Voting Instruction Card.



INTERNET - www.eproxy.com/puk

Use the Internet to vote your proxy. Have your Voting
Instruction Card in hand when you access the website.



PHONE - 1-800-560-1965

Use any touch-tone telephone to vote your proxy. Have
your Voting Instruction Card in hand when you call.



MAIL - Mark, sign and date your Voting Instruction Card
and return it in the enclosed postage-paid envelope.

**If you vote your proxy by Internet or by Telephone, you
do NOT need to mail back your Voting Instruction Card.**

PRUDENTIAL PLC

**TO THE REGISTERED HOLDERS OF AMERICAN DEPOSITARY RECEIPTS ("ADRs")
REPRESENTING ORDINARY SHARES OF
PRUDENTIAL PLC**

Please refer to the reverse side of this card for the Resolutions to be voted at the Meeting.

FOLD AND DETACH HERE

FOR			AGAINST			WITHHELD			FOR			AGAINST			WITHHELD			FOR			AGAINST			WITHHELD																																																																																											
Res. 1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Res. 8	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Res. 15	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Res. 22	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Res. 28	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Res. 2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Res. 9	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Res. 16	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Res. 23	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Res. 29	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Res. 3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Res. 10	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Res. 17	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Res. 24	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Res. 4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Res. 11	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Res. 18	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Res. 25	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Res. 5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Res. 12	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Res. 19	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Res. 26	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Res. 6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Res. 13	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Res. 20	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Res. 27	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Res. 7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Res. 14	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Res. 21	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Address Change Mark box, sign and indicate changes/comments below:

Mark box at right if you wish to give a discretionary
proxy to the Chairman.

PLEASE NOTE: Marking this box voids any other
instructions indicated on this card for the Meeting.

Sign Below

Date: _____

Please sign this Voting Instruction Card exactly as your name(s) appear(s)
on the face of this card and on the books of the Depository. Joint owners
should each sign personally. Trustees and other fiduciaries should indicate
the capacity in which they sign, and where more than one name appears, a
majority must sign. If a corporation, this signature should be that of an
authorised officer who should state his or her title.

RESOLUTIONS

- 1 To receive the Directors' Report and the Financial Statements
- 2 To approve the Directors' Remuneration Report
- 3 To declare a final dividend of 17.24 pence per Ordinary share of the Company
- 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
- 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

Prudential plc

JPMorgan Chase Bank, N.A., Depository
P.O. Box 64506, St. Paul, MN 55164-0506

Voting Instruction Card

JPMorgan Chase Bank, N.A. (the "Depository") has received advice that an Annual General Meeting (the "Meeting") of Prudential plc (the "Company") will be held at The Queen Elizabeth II Conference Centre, Broad Sanctuary, Westminster, London, SW1P 3EE, on Thursday, May 19, 2011, at 11:00 a.m., for the purposes set forth on this card.

If you are desirous of having the Depository, through its Nominee or Nominees, vote or execute a proxy to vote the Ordinary Shares represented by your ADRs FOR or AGAINST or to WITHHOLD from the Resolutions to be proposed at the Meeting, kindly execute and forward to the Depository, the attached Voting Instruction Card. The enclosed postage paid envelope is provided for this purpose. The Voting Instruction Card should be executed in such a manner as to show clearly whether you desire the Nominee or the Nominees of the Depository to vote FOR or AGAINST or to WITHHOLD from the Resolutions, as the case may be. You may include instructions to give a discretionary proxy to the Chairman. The Voting Instruction Card MUST be forwarded in sufficient time to reach the Depository before 12:00 p.m., May 12, 2011. Only the registered holders of record at the close of business on April 15, 2011, will be entitled to execute the attached Voting Instruction Card.

The signatory, a registered holder of ADRs representing Ordinary Shares of the Company, of record as of April 15, 2011, hereby requests and authorises the Depository, through its Nominee or Nominees, to vote or execute a proxy to vote the underlying Ordinary Shares of the Company represented by such ADRs, on the Resolutions at the Meeting.

These instructions, when properly signed and dated, will be voted in the manner directed herein. If you mark the box to indicate that you wish to give a discretionary proxy to the Chairman, the underlying Ordinary Shares represented by your ADRs will be voted by such person at his or her discretion.

The 2010 Annual Report and Accounts is available at www.prudential.co.uk

NOTE: In order to have the aforesaid shares voted, this Voting Instruction Card MUST be received by the Depository before 12:00 p.m., May 12, 2011.

JPMorgan Chase Bank, N.A., Depository

PLEASE MARK, DATE AND SIGN ON REVERSE SIDE AND RETURN PROMPTLY IN THE ENCLOSED ENVELOPE.

Please see reverse side for Voting Instructions.