

# Additional information

## Shareholder information

### Financial calendar

Ex dividend date for the 2008 interim dividend	13 August 2008
Record date	15 August 2008
Scrip reference price displayed on Company's website	20 August 2008
Scrip Mandate deadline for 2008 interim dividend (Irish shareholders)	4 September 2008
Scrip Mandate deadline for 2008 interim dividend (UK shareholders)	5 September 2008
Payment of 2008 interim dividend	23 September 2008

### Shareholder enquiries

Equiniti  
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 eight pence per minute from a BT landline. Other telephony providers' costs may vary.

### 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 Limited and request a Dividend Mandate form. Alternatively, you may download a form from [www.prudential.co.uk/prudential-plc/investors/shareholder\\_services/forms](http://www.prudential.co.uk/prudential-plc/investors/shareholder_services/forms) (We can also pay cash dividends in various currencies including US Dollars and European Euros, for further information on this service please contact Equiniti Limited.)

### Evergreen scrip dividend scheme

The Company will be offering an evergreen scrip dividend scheme in respect of the 2008 interim dividend. The number of new shares each participating shareholder will be entitled to is calculated by dividing the total cash dividend due at the record date (15 August 2008) by the scrip reference price.

The scrip reference price is calculated as the average of the middle market quotations for the Company's shares as derived from the Daily Official List of the London Stock Exchange for the five business days which commenced on 13 August 2008. The scrip reference price will be displayed on the Company's website on 20 August 2008.

Once signed up to the evergreen scrip shareholders will automatically receive shares for all future scrip dividends, this election can be cancelled at any time by the shareholder. The evergreen scrip dividend mandate form and booklet can be found on our website [www.prudential.co.uk/prudential-plc/investors/shareholder\\_services/forms](http://www.prudential.co.uk/prudential-plc/investors/shareholder_services/forms)

### 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 Limited 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, 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/prudential-plc/investors/shareholder\\_services/forms](http://www.prudential.co.uk/prudential-plc/investors/shareholder_services/forms) or may be obtained from Equiniti. Further information about ShareGift may be obtained on 020 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 Corporate Registrars Plc, Unit 5, Manor Street Business Park, Manor Street, Dublin 7. Telephone +353 1 810 2400.

### American Depositary Receipts (ADR)

The Company's ordinary shares are listed on the New York Stock Exchange in the form of ADRs, 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 depositary bank, at JP Morgan Service Center, P O Box 3408, South Hackensack, NJ 07606-3408, USA, telephone +1 201 680 6630 or log on to [www.adr.com](http://www.adr.com)

# Additional Information

## How to contact us

### **Prudential plc**

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### **Sir David Clementi**

Chairman

### **Mark Tucker**

Group Chief Executive

### **Tidjane Thiam**

Group Chief Financial Officer

### **Peter Maynard**

Group Legal Services Director & Company Secretary

### **Priscilla Vacassin**

Group Human Resources Director

### **Stephen Whitehead**

Group Communications Director

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Chief Executive

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Chief Executive

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### **Barry Stowe**

Chief Executive

### **Jackson National Life Insurance Company**

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### **Clark Manning**

President & Chief Executive Officer

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Email [investor.relations@prudential.co.uk](mailto:investor.relations@prudential.co.uk)

### **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 Depositary Receipt holder enquiries**

Tel +1 201 680 6630

### **Media enquiries**

Tel +44 (0)20 7548 2007  
Email [media.relations@prudential.co.uk](mailto:media.relations@prudential.co.uk)

**Prudential public limited company**  
Incorporated and registered in England and Wales

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Laurence Pountney Hill  
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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.