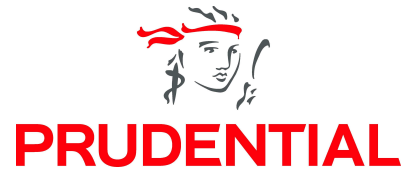


CAPITA



April 2011

Dear Shareholder

Re: Dividend Reinvestment Plan – Prudential plc

As a holder of shares in Prudential plc you may be interested in a service provided by Capita IRG Trustees Ltd in conjunction with Capita Registrars Limited which allows you to reinvest your dividend payments to purchase additional shares in this company.

Reinvesting your dividend can be a convenient and easy way to build up your shareholding, as the service enables you to purchase as many shares as possible with each payment granted.

Please find enclosed a personalised application form and a copy of the Terms and Conditions detailing the service. The application form must be completed and returned in the prepaid envelope provided to be included in this plan.

Should you require any further information, please do not hesitate to contact us on 0871 664 0381 (calls to this number cost 10p per minute plus any network extras, lines are open 9am-5.30pm, Monday-Friday excluding bank holidays) or if calling from overseas +44 (0)208 639 3402 or else you can e-mail us at shares@capitaregistrars.com

Yours faithfully,

Capita Dividend Reinvestment Plans

The Registry, 32-34 Beckenham Road, Beckenham, BR3 4TU
Tel 0871 664 0381 (calls to this number cost 10p per minute plus any network extras, lines are open 9am-5.30pm, Monday-Friday excluding bank holidays) Fax 020 8639 1023 www.capitaregistrars.com
Capita IRG Trustees Ltd

Capita IRG Trustees Ltd is authorised and regulated by the Financial Services Authority
Registered office: The Registry, 34 Beckenham Road, Beckenham, Kent BR3 4TU. Registered in England No. 2729260