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(Incorporated and registered in England and Wales under the number 01397169)
(Stock code: 2378)

OVERSEAS REGULATORY ANNOUNCEMENT

Application has been made to the Financial Conduct Authority and the London Stock Exchange Plc for a total of 7,000,000 ordinary shares of 5 pence each ("shares") to be admitted to the Official List.

These shares are being reserved under a block listing and will be issued as a result of the vesting of discretionary awards and exercising of future share options pursuant to the following schemes:

SchemesSharesPrudential Long Term Incentive Plan6,740,000PCA Agency Long Term Incentive Plan260,000

The admission date for these shares is expected to be Wednesday 23 March 2016. When issued, these shares will rank pari passu with the existing ordinary shares.

The shares to be issued under the PCA Agency Long Term Incentive Plan will be under the Company's authority to allot ordinary shares approved at its annual general meeting in 2015.

Name of contact and telephone number for queries **Jennie Webb, Share Plans Manager**, +44 (0)20 7548 2027

Name of duly authorised officer of *issuer* responsible for making notification **Stefan Bort, Deputy Group Secretary,** +44 (0)20 7548 2115

Date of notification **21 March 2016**

Prudential plc is not affiliated in any manner with Prudential Financial Inc, a company whose principal place of business is in the United States of America.

As at the date of this announcement, the Board of Directors of Prudential plc comprises:

Chairman

Paul Victor Falzon Sant Manduca

Executive Directors

Michael Andrew Wells (*Group Chief Executive*), Nicolaos Andreas Nicandrou ACA, Penelope Jane James ACA, John William Foley, Michael George Alexander McLintock, Barry Lee Stowe and Tony Paul Wilkey

Non-executive Director
David John Alexander Law ACA

Independent Non-executive Directors

Sir Howard John Davies, Ann Frances Godbehere FCPA FCGA, Alexander Dewar Kerr Johnston CMG FCA, Kaikhushru Shiavax Nargolwala FCA, Anthony John Liddell Nightingale CMG SBS JP, The Hon. Philip John Remnant CBE ACA, Alice Davey Schroeder and Lord Jonathan Adair Turner

^{*} For identification purposes