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PRUDENTIAL
Prudential plc
英國保誠有限公司*

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

OVERSEAS REGULATORY ANNOUNCEMENT

SCRIP DIVIDEND

Application will be made to the UK Listing Authority for 6,373,782 Ordinary shares of 5p each ("shares") to be admitted to the Official List and to the London Stock Exchange for the shares to be admitted to trading on the London Stock Exchange.

It is expected that permission to admit the shares will be granted on 22 September 2010 and that dealings will commence on 23 September 2010.

These shares are being issued as a result of elections received pursuant to the Scrip Dividend Offer in respect of the 2010 interim dividend.

These shares will rank *pari passu* with the existing issued Ordinary shares.

Name of contact and telephone numbers for queries:

Group Secretariat

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NOTE:

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.

By order of the Board
Prudential plc
Margaret Ann Coltman
Company Secretary

9 September 2010, Hong Kong

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

Executive Directors

Cheick Tidjane Thiam (*Group Chief Executive*)

Nicolaos Andreas Nicandrou ACA

Robert Alan Devey

Clark Preston Manning Jr. FSA MAAA

Michael George Alexander McLintock

Barry Lee Stowe

Independent Non-executive Directors

Harvey Andrew McGrath (*Chairman*)

Keki Bomi Dadiseth FCA

Michael William Oliver Garrett

Ann Frances Godbehare FCGA

Bridget Ann Macaskill

Kathleen Anne O'Donovan ACA

James Hood Ross

Lord Andrew Turnbull KCB CVO

* For identification purpose