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

GRANT OF SHARE OPTIONS

This announcement is made pursuant to Rule 17.06A of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rule**”).

The Board of Directors of Prudential plc (the “**Company**”) announces that on 28 September 2010, the Company granted a total of 2,158,011 share options (the “**Options**”) to certain eligible employees and agents of the Company (collectively, the “**Grantees**”), subject to acceptance of the Grantees, under the Company’s share option schemes adopted on 5 May 2000, 9 May 2002 and 9 May 2003 respectively. The Options will entitle the Grantees to subscribe for a total of 2,158,011 new ordinary shares of GBP 0.50 each (the “**Shares**”) of the Company. A summary of the grant is set out below:

Date of grant	: 28 September 2010
Exercise price of Options granted	: GBP 4.61333
Number of Options granted	: 2,158,011
Closing price of the Shares on the date of grant	: GBP 6.37500
Validity period of the Options	: <u>Batch 1</u> Three (3) years, from 28 September 2010 to 1 December 2013 <u>Batch 2</u> Five (5) years, from 28 September 2010 to 1 December 2015
Vesting date of the Options	: <u>Batch 1</u> 1,630,351 Options may be exercised during the period from 1 December 2013 to 31 May 2014 <u>Batch 2</u> 527,660 Options may be exercised during the period from 1 December 2015 to 31 May 2016

None of the Grantees are the directors, chief executives or substantial shareholders of the Company, nor an associate (as defined under the Listing Rules) of any of them.

Name of contact and telephone numbers for enquiries:

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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

7 October 2010, London

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 Godbehere FCGA

Bridget Ann Macaskill

Kathleen Anne O'Donovan ACA

James Hood Ross

Lord Andrew Turnbull KCB CVO

** For identification purpose*