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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 Services Authority and the London Stock Exchange Plc for a total of 1,915,989 Ordinary shares of 5p 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 share awards pursuant to the following schemes:

Schemes	Shares
Prudential Group Performance Share Plan	1,805,089
Prudential Business Unit Performance Plan	110,900

When issued, these shares will rank pari passu with the existing Ordinary shares.

Name of contact and telephone number for queries Jennie Webb, Share Plans Administrator, +44 20 7548 2027

Name of duly authorised officer of issuer responsible for making notification **Clive Burns, Head of Group Secretariat, +44 20 7548 3805**

Date of notification 15 March 2011

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:

Executive Directors Cheick Tidjane Thiam (Group Chief Executive) Nicolaos Andreas Nicandrou ACA Robert Alan Devey John William Foley Michael George Alexander McLintock Barry Lee Stowe Michael Andrew Wells Independent Non-executive Directors Harvey Andrew McGrath (Chairman) Keki Bomi Dadiseth FCA Howard John Davies Michael William Oliver Garrett Ann Frances Godbehere FCGA Bridget Ann Macaskill Paul Victor Falzon Sant Manduca Kathleen Anne O'Donovan ACA James Hood Ross Lord Andrew Turnbull KCB CVO

* For identification purpose