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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 Company announces that on 20 September 2013, options were granted over a total of 2,483,805 shares (the "**Options**") to certain eligible employees and agents of the Company, under the Company's Savings Related Share Option Schemes. A summary is set out below:

Date of grant	:	20 September 2013
Exercise price of Options granted	:	GBP 9.01 per share
Closing price of a Prudential GBP0.05 Ordinary Share on the date of grant	:	GBP 11.85
Validity periods of the Options	:	Three (3) years, exercisable from 1 December 2016 to 31 May 2017 Five (5) years, exercisable from 1 December 2018 to 31 May 2019

The total Options granted, included options granted to the directors as follows:

Name of Grantee	Number of shares under option
Cheick Tidjane Thiam (Group Chief Executive)	499
John William Foley (Executive Director)	998

The grant of Options to the executive directors of the Company has been approved by the independent non-executive directors of the Company in accordance with the Listing Rules. Save as disclosed in this announcement, none of the Grantees of the Options is a director, chief executive or substantial shareholder of the Company, nor an associate (as defined in the Listing Rules) of any of them.

Name of contact and telephone numbers for enquiries:

Group Secretariat	
Jennie Webb	+44 20 7548 2027
Stefan Bort	+44 20 7548 2115

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 Alan F. Porter** *Group Company Secretary*

23 September 2013, London

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

Chairman Paul Victor Falzon Sant Manduca

Executive Directors Cheick Tidiana Thiam (Group Chief Executiv

Cheick Tidjane Thiam (*Group Chief Executive*), Nicolaos Andreas Nicandrou ACA, John William Foley, Jacqueline Hunt, Michael George Alexander McLintock, Barry Lee Stowe and Michael Andrew Wells

Independent Non-executive Directors Sir Howard John Davies, Ann Frances Godbehere FCGA, Alexander Dewar Kerr Johnston CMG FCA, Kaikhushru Shiavax Nargolwala FCA, Anthony John Liddell Nightingale CMG, Philip John Remnant CBE ACA, Alice Davey Schroeder and Lord Andrew Turnbull KCB CVO * For identification purposes