

Hong Kong Exchanges and Clearing Limited, The Stock Exchange of Hong Kong Limited and the Singapore Exchange Securities Trading Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss however arising from or in reliance upon the whole or any part of the contents of this announcement.



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

OVERSEAS REGULATORY ANNOUNCEMENT

PUBLICATION OF DRAWDOWN PROSPECTUS PURSUANT TO THE ISSUE OF £700M DATED TIER 2 NOTES BY PRUDENTIAL PLC (THE "COMPANY")

16 December 2013

The following drawdown prospectus has been approved by the United Kingdom Listing Authority (the "UKLA") and is available for viewing:

Drawdown prospectus dated 13 December 2013 (the "Prospectus") relating to the issue by the Company of £700m Dated Tier 2 Notes under the Company's £5,000,000,000 Medium Term Note Programme (the "Programme"). The Prospectus should be read in conjunction with the Base Prospectus for the Programme dated 29 November 2013.

To view the full Prospectus or any of the documents referred to therein, please paste the appropriate URL from the following list into the address bar of your browser:

Prospectus

http://www.rns-pdf.londonstockexchange.com/rns/6302V_1-2013-12-16.pdf

Base Prospectus approved by the UKLA on 29 November 2013 relating to the Company's £5,000,000,000 Medium Term Note Programme.

http://www.rns-pdf.londonstockexchange.com/rns/3452U_-2013-11-29.pdf

The Prospectus and the documents incorporated by reference therein have been submitted to the National Storage Mechanism and will shortly be available for inspection at <http://www.hemscott.com/nsm.do>.

This site is not provided for, or directed at, persons in the United States. If you are viewing this page from the United States, you should exit this section of the site.

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.

- END -

Enquiries to:

Media:

Robin Tozer (+44 20 7548 2776)

Investors/Analysts:

Raghu Hariharan (+44 20 7548 2871)

Richard Gradidge (+44 20 7548 3860)

DISCLAIMER

Please note that the information contained in the Prospectus may be addressed to and/or targeted at persons who are residents of particular countries (specified in the Prospectus) only and is not intended for use and should not be relied upon by any person outside these countries and/or to whom the offer contained in the Prospectus is not addressed. Prior to relying on the information contained in the Prospectus you must ascertain from the Prospectus whether or not you are part of the intended addressees of the information contained therein.

Your right to access this service is conditional upon complying with the above requirement.

The Prospectus does not constitute an offer of securities for sale in the United States. The securities described in the Prospectus have not been, and will not be, registered under the U.S. Securities Act of 1933, as amended, or under any relevant securities laws of any state of the United States of America and may not be offered, sold or delivered in the United States of America or to, or for the account of or benefit of, U.S. Persons, subject to certain limited exemptions.

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

Chairman

Paul Victor Falzon Sant Manduca

Executive Directors

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*