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

REVISED FORM OF PROXY

Prudential plc (the "**Company**") announces that, due to a minor printing error, a revised Form of Proxy will be despatched on 14 April 2014 to shareholders whose names appear on the Hong Kong branch register and uploaded on the website of The Stock Exchange of Hong Kong Limited today. The revised Form of Proxy should be used for the purpose of the Company's Annual General Meeting 2014, which will be held on 15 May 2014, instead of the version that was sent to those shareholders on 10 April 2014. Shareholders should follow the instructions set out in the cover letter accompanying the revised Form of Proxy.

By order of the Board **Prudential plc Alan F. Porter** *Group Company Secretary*

11 April 2014, Hong Kong

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, Pierre-Olivier Marie Georges Bouée, 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 SBS JP, The Hon. Philip John Remnant CBE ACA, Alice Davey Schroeder and Lord Andrew Turnbull KCB CVO

* For identification purposes