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

OVERSEAS REGULATORY ANNOUNCEMENT

PUBLICATION OF FINAL TERMS

The following Final Terms are available for viewing:

Final Terms dated 15 January 2015 for the £300,000,000 1.375 per cent Senior Notes due 19 January 2018 issued by Prudential plc pursuant to its £5,000,000,000 Medium Term Note Programme (the "**Programme**").

The Final Terms must be read in conjunction with the prospectus in respect of the Programme dated 21 November 2014, as supplemented by way of a Supplemental Prospectus dated 3 December 2014 (the "**Prospectus**").

To view the full document, please paste the following URL into the address bar of your browser: http://www.rns-pdf.londonstockexchange.com/rns/4196C_-2015-1-16.pdf

A copy of the Final Terms and have also been submitted to the National Storage Mechanism and will shortly be available for inspection at <u>www.Hemscott.com/nsm.do</u>

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19 January 2015, 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 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