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PRUDENTIAL

Prudential plc

英國保誠有限公司*

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

PRUDENTIAL PLC INVESTOR CONFERENCE

Prudential plc (“Prudential”) is today holding a conference for investors and analysts in London.

Mike Wells, Group Chief Executive, will open the conference under the theme of ‘Delivering sustainable growth’.

The conference presentations will cover Group strategy and performance, a detailed update on the Group Solvency II capital position and detailed insights on our operations in our three geographic markets: Asia, the US and the UK.

Commenting on the investor conference, Mike Wells said: “We are delighted to welcome investors and analysts to our investor conference in London.

“Prudential has three clear structural long-term growth opportunities across Asia, the US and the UK, driven by the increasing financial self-reliance of the middle classes. This important trend is creating growing demand for savings globally and specifically for health and protection in Asia.

“Our ability to execute on these opportunities and generate resilient profitable growth is underpinned by our consistent strategy, the scale and diversification of our global platform and the distinctive capabilities of our leadership positions across our three markets. Today’s conference will highlight these attributes, as well as underlining both the resilience and quality of our business model and our ongoing focus on initiatives to capture profitably the significant growth opportunities available to the Group.

“We are continuing to make good progress towards the 2017 financial objectives that we set in December 2013, despite a volatile market context that has persisted over this period. We remain confident that the Group will be able to continue to deliver high-quality products and services to both new and existing customers and strong, sustainable growth for our shareholders.”

The conference presentations will be available on our website (www.prudential.co.uk/investors) on 19 January from 08.00 UK time. The keynote presentations by Prudential’s Group Chief Executive and Chief Financial Officer will also be webcast live from 08.00 UK time via the following registration link (<http://www.investis-live.com/prudential/567148f14731d0080030a6c4/ic15>).

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Notes to Editors:

About Prudential plc

Prudential plc, which is incorporated in England and Wales, and its affiliated companies constitute one of the world's leading financial services groups, serving around 25 million insurance customers. It has £505 billion of assets under management (as at 30 June 2015). Prudential plc is listed on stock exchanges in London, Hong Kong, Singapore and New York. 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.

Forward-Looking Statements

This document may contain 'forward-looking statements' with respect to certain of Prudential's plans and its goals and expectations relating to its future financial condition, performance, results, strategy and objectives. Statements that are not historical facts, including statements about Prudential's beliefs and expectations and including, without limitation, statements containing the words "may", "will", "should", "continue", "aims", "estimates", "projects", "believes", "intends", "expects", "plans", "seeks" and "anticipates", and words of similar meaning, are forward-looking statements. These statements are based on plans, estimates and projections as at the time they are made, and therefore undue reliance should not be placed on them. By their nature, all forward-looking statements involve risk and uncertainty. A number of important factors could cause Prudential's actual future financial condition or performance or other indicated results to differ materially from those indicated in any forward-looking statement. Such factors include, but are not limited to, future market conditions, including fluctuations in interest rates and exchange rates, the potential for a sustained low-interest rate environment, and the performance of financial markets generally; the policies and actions of regulatory authorities, including, for example, new government initiatives and the effect of the European Union's 'Solvency II' requirements on Prudential's capital maintenance requirements; the impact of continuing designation as a Global Systemically Important Insurer, or 'G-SII'; the impact of competition, economic uncertainty, inflation, and deflation; experience in particular with regard to mortality and morbidity trends, lapse rates and policy renewal rates; the timing, impact and other uncertainties of future acquisitions or combinations within relevant industries; the impact of changes in capital, solvency standards, accounting standards or relevant regulatory frameworks, and tax and other legislation and regulations in the jurisdictions in which Prudential and its affiliates operate; and the impact of legal actions and disputes. These and other important factors may, for example, result in changes to assumptions used for determining results of operations or re-estimations of reserves for future policy benefits. Further discussion of these and other important factors that could cause Prudential's actual future financial condition or performance or other indicated results to differ, possibly materially, from those anticipated in Prudential's forward-looking statements can be found under the 'Risk factors' heading in its most recent Annual Report and the 'Risk Factors' heading of Prudential's most recent annual report on Form 20-F filed with the U.S. Securities and Exchange Commission, as well as under the 'Risk Factors' heading of any subsequent Prudential Half Year Financial Report. Prudential's most recent Annual Report, Form 20-F and any subsequent Half Year Financial Report are/will be available on its website at www.prudential.co.uk.

Any forward-looking statements contained in this document speak only as of the date on which they are made. Prudential expressly disclaims any obligation to update any of the forward-looking statements contained in this document or any other forward-looking statements it may make, whether as a result of future events, new information or otherwise except as required pursuant to the UK Prospectus Rules, the UK Listing Rules, the UK Disclosure and Transparency Rules, the Hong Kong Listing Rules, the SGX-ST listing rules or other applicable laws and regulations.

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

19 January 2016, London

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

Chairman

Paul Victor Falzon Sant Manduca

Executive Directors

Michael Andrew Wells (*Group Chief Executive*), Nicolaos Andreas Nicandrou ACA, Penelope Jane James ACA, Michael George Alexander McLintock, Barry Lee Stowe and Tony Paul Wilkey

Non-executive Director

David John Alexander Law ACA

Independent Non-executive Directors

Sir Howard John Davies, Ann Frances Godbehere FCPA 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 Jonathan Adair Turner

* *For identification purposes*