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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)

OVERSEAS REGULATORY ANNOUNCEMENT

PUBLICATION OF FINAL TERMS PURSUANT TO THE ISSUE OF USD 725,000,000 4.375 PER CENT.

FIXED RATE UNDATED TIER 2 NOTES (THE “NOTES”) BY PRUDENTIAL PLC (THE “COMPANY”)

The following Final Terms (the “**Final Terms**”) are available for viewing:

Final Terms dated 9 September, 2016 relating to the issue by the Company of USD 725,000,000 4.375 per cent. Fixed Rate Undated Tier 2 Notes under the Company’s £6,000,000,000 Medium Term Note Programme.

To view the full document, please paste the following URL into the address bar of your browser:

http://www.rns-pdf.londonstockexchange.com/rns/4763J_-2016-9-9.pdf

The Final Terms must be read in conjunction with the prospectus in respect of the Programme dated 16 May, 2016 as supplemented by the supplementary prospectus dated 17 August, 2016 (the “**Prospectus**”).

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

NOTICE TO SINGAPORE INVESTORS

Where interest, discount income, prepayment fee, redemption premium or break cost is derived from any of the Notes by any person who (i) is not resident in Singapore and (ii) carries on any operations in Singapore through a permanent establishment in Singapore, the tax exemption available for qualifying debt securities (if applicable and subject to certain conditions) under the Income Tax Act, Chapter 134 of Singapore (the “ITA”), shall not apply if such person acquires such Notes using the funds and profits of such person’s operations through a permanent establishment in Singapore. Any person whose interest, discount income, prepayment fee, redemption premium or break cost derived from the Notes is not exempt from tax (including for the reasons described above) shall include such income in a return of income made under the ITA.

A copy of the Singapore Offering Memorandum prepared in connection with the issue of the Notes is available at the following address (please paste the following URL into the address bar of your browser):

http://www.rns-pdf.londonstockexchange.com/rns/4763J_1-2016-9-9.pdf

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DISCLAIMER

Please note that the information contained in the Prospectus and the Final Terms may be addressed to and/or targeted at persons who are residents of particular countries (specified in the Prospectus and the Final Terms) 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. Neither the Prospectus nor the Final Terms constitute an offer of securities for sale in the United States. The securities described in the Prospectus and the Final Terms 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.

9 September 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, John William Foley, Anne Helen Richards, Barry Lee Stowe and Tony Paul Wilkey

Independent Non-executive Directors

Sir Howard John Davies, Ann Frances Godbehere FCPA FCGA, David John Alexander Law ACA, Kaikhushru Shiavax Nargolwala FCA, Anthony John Liddell Nightingale CMG SBS JP, The Hon. Philip John Remnant CBE FCA, Alice Davey Schroeder and Jonathan Adair Lord Turner

** For identification purposes*