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

GRANT OF SHARE OPTIONS

This announcement is made pursuant to Rule 17.06A of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rule**").

The Company announces that on 21 September 2016, options were granted over a total of 1,445,730 shares (the "**Options**") to certain eligible employees and agents of the Company, under the Company's Savings Related Share Option Schemes. A summary is set out below:

Date of grant : 21 September 2016

Exercise price of Options granted : GBP 11.04 per share

Closing price of a Prudential

GBP 0.05 Ordinary Share on the

date of grant

Validity periods of the Options : Three (3) years, exercisable from 1 December 2019 to 31 May 2020

Five (5) years, exercisable from 1 December 2021 to 31 May 2022

The Options include the following grants to the directors:

Name of GranteeNumber of shares under optionNicolaos Andreas Nicandrou (Executive Director)1,358John William Foley (Executive Director)815Anne Helen Richards (Executive Director)1,630

: GBP 13.94

The grant of options to the executive directors of the Company has been approved by the independent non-executive directors of the Company in accordance with the Listing Rules. Save as disclosed in this announcement, none of the Grantees of the Options is a director, chief executive or substantial shareholder of the Company, nor an associate (as defined in the Listing Rules) of any of them.

Name of contact and telephone number for enquiries:

Group Secretariat

Jennie Webb +44 (0)20 7548 2027 Chris Smith +44 (0)20 7548 2115

Note:

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.

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

22 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