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

OVERSEAS REGULATORY ANNOUNCEMENT

Application has been made to the Financial Conduct Authority and the London Stock Exchange Plc for a total of 3,800,000 ordinary shares of 5 pence each ("shares") to be admitted to the Official List.

These shares are being reserved under a block listing and will be issued as a result of the vesting of discretionary awards and exercising of future share options pursuant to the following schemes:

SchemesSharesPrudential Long Term Incentive Plan2,800,000Prudential Agency Long Term Incentive Plan700,000Prudential Savings-Related Share Option Scheme300,000

The admission date for these shares is expected to be Monday 26 March 2018. When issued, these shares will rank pari passu with the existing ordinary shares.

The shares to be issued under the Prudential Long Term Incentive Plan and the Prudential Agency Long Term Incentive Plan will be under the Company's authority to allot ordinary shares approved at its annual general meeting in 2017.

Name of contact and telephone number for queries Jennie Webb, Share Plans Manager, +44 (0)20 7548 2027

Name of duly authorised officer of *issuer* responsible for making notification Chris Smith, Deputy Group Secretary, +44 (0)20 7548 2115

Date of notification 21 March 2018

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.

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), Mark Thomas FitzPatrick CA, Stuart James Turner FCA, John William Foley, Nicolaos Andreas Nicandrou ACA, Anne Helen Richards and Barry Lee Stowe

Independent Non-executive Directors

Sir Howard John Davies, 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, Jonathan Adair Lord Turner FRS and Thomas Ros Watjen

^{*} For identification purposes