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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)

APPOINTMENT OF COMPANY SECRETARY

The board of directors (the “**Board**”) of Prudential plc (the “**Company**”) announces that pursuant to Rule 13.51(5) of the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited it has appointed Mr Alan Fraser Porter to replace Mrs Margaret Ann Coltman as Group Company Secretary with effect from 10 September 2012.

Mr Porter is a UK qualified Solicitor and member of the California Bar. He was Group General Counsel of Tesco plc from 2008 to 2012 and prior to that Head of Legal for the global marketing function of British America Tobacco plc (“**BAT**”). During his time with BAT, Mr Porter also held positions as Company Secretary of BAT (2002 to 2006) and Farmers Group Inc, the US property and casualty insurer (1996 - 1998).

By order of the Board
Prudential plc
Nicolaos Andreas Nicandrou
Chief Financial Officer

10 September 2012, Hong Kong

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, Robert Alan Devey, John William Foley, Michael George Alexander McLintock, Barry Lee Stowe and Michael Andrew Wells

Independent Non-executive Directors

Keki Bomi Dadiseth FCA, Sir Howard John Davies, Michael William Oliver Garrett, Ann Frances Godbehere FCGA, Alexander Dewar Kerr Johnston CMG FCA, Kaikhushru Shiavax Nargolwala FCA and Lord Andrew Turnbull KCB CVO

* *For identification purposes*