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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)

**RECORD DATE IN CONNECTION WITH  
THE PAYMENT OF 2014 FINAL DIVIDEND**

Prudential plc (the “**Company**”) announces that, subject to shareholders’ approval at the annual general meeting to be held on Thursday, 14 May 2015, the 2014 Final Dividend will be payable to (a) shareholders on the United Kingdom register at 6:00 p.m. (London time) on Friday, 27 March 2015; (b) shareholders on the Hong Kong branch register at 4:30 p.m. (Hong Kong time) on Friday, 27 March 2015; and (c) shareholders with shares standing to the credit of their securities accounts with The Central Depository (Pte) Limited (“**CDP Shareholders**”) at 5:00 p.m. (Singapore time) on Friday, 27 March 2015.

The Company announces that, subject to shareholders’ approval at the forthcoming annual general meeting to be held on Thursday, 14 May 2015 in the United Kingdom:

- (1) The 2014 final dividend of 25.74 pence per share will be payable to (a) shareholders on the United Kingdom register at 6:00 p.m. (London time) on Friday, 27 March 2015; (b) shareholders on the Hong Kong branch register at 4:30 p.m. (Hong Kong time) on Friday, 27 March 2015; and (c) CDP Shareholders at 5:00 p.m. (Singapore time) on Friday, 27 March 2015.
- (2) Any person who has acquired shares registered on the Hong Kong branch register but who has not lodged the share transfer with Computershare Hong Kong Investor Services Limited at Shops 1712-1716, 17th Floor, Hopewell Centre, 183 Queen’s Road East, Wanchai, Hong Kong should do so **before 4:30 p.m. (Hong Kong time) on Friday, 27 March 2015** in order to receive the 2014 Final Dividend.
- (3) The ordinary shares of the Company will be quoted ex dividend for shareholders on the Hong Kong branch register on Thursday, 26 March 2015.
- (4) The ordinary shares of the Company will be quoted ex dividend for CDP Shareholders at 9:00 a.m. (Singapore time) on Wednesday, 25 March 2015.

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

10 March 2015, 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, Pierre-Olivier Marie Georges Bouée, Jacqueline Hunt, Michael George Alexander McLintock, Barry Lee Stowe and Michael Andrew Wells

*Independent Non-executive Directors*

Sir Howard John Davies, Ann Frances Godbehere 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 Andrew Turnbull KCB CVO

\* For identification purposes