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

RECORD DATE IN CONNECTION WITH THE PAYMENT OF 2015 SECOND INTERIM DIVIDEND AND A SPECIAL DIVIDEND

The board of directors of Prudential plc (the "Company") announces that:

- (1) The 2015 second interim dividend of 26.47 pence per share and a special dividend of 10.00 pence per share will be payable on 20 May 2016 to shareholders of record (a) on the United Kingdom register at 6:00 p.m. (London time) on Tuesday, 29 March 2016; (b) on the Hong Kong branch register at 4:30 p.m. (Hong Kong time) on Tuesday, 29 March 2016; and (c) 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 Tuesday, 29 March 2016.
- (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 Tuesday, 29 March 2016 in order to receive the dividend.
- (3) The ordinary shares of the Company will be quoted ex dividend for shareholders on the Hong Kong branch register on Thursday, 24 March 2016.
- (4) The ordinary shares of the Company will be quoted ex dividend for CDP Shareholders at 9:00 a.m. (Singapore time) on Thursday, 24 March 2016.

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

9 March 2016, 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

Michael Andrew Wells (*Group Chief Executive*), Nicolaos Andreas Nicandrou ACA, Penelope Jane James ACA, John William Foley, Michael George Alexander McLintock, Barry Lee Stowe and Tony Paul Wilkey

Non-executive Director

David John Alexander Law ACA

Independent Non-executive Directors

Sir Howard John Davies, Ann Frances Godbehere FCPA 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 Jonathan Adair Turner

^{*} For identification purposes