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PRUDENTIAL PLC
Form 6-K
July 24, 2003

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 6-K

REPORT OF FOREIGN PRIVATE ISSUER

Pursuant to Rule 13a-16 or 15d-16 of
the Securities Exchange Act of 1934

For the month of July 2003

PRUDENTIAL PUBLIC LIMITED COMPANY

(Translation of registrant's name into English)

LAURENCE POUNTNEY HILL,
LONDON, EC4R 0HH, ENGLAND
(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports
under cover Form 20-F or Form 40-F.

Form 20-F Form 40-F

Indicate by check mark whether the registrant by furnishing the information
contained in this Form is also thereby furnishing the information to the
Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes No

If "Yes" is marked, indicate below the file number assigned to the registrant
in connection with Rule 12g3-2(b): 82-

Enclosures: Board Appointment

FOR IMMEDIATE RELEASE

Thursday 24 July 2003

PRUDENTIAL PLC BOARD APPOINTMENT

Prudential plc announced today the appointment of Bridget Macaskill as a
non-executive director with effect from 1 September 2003.

Ms Macaskill, who is based in New York, spent 18 years at OppenheimerFunds,
becoming Chief Executive Officer in 1995 and Chairman in 2000. She is now an
independent consultant for Merrill Lynch and a non-executive director of J
Sainsbury plc. She also serves on the boards and committees of several
not-for-profit organisations, with a focus on youth and education.

Ms Macaskill was previously a non-executive director of Prudential between May

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1999 and March 2001. She stepped down due to a potential conflict of interest arising from her then role at OppenheimerFunds Inc (part of the MassMutual Financial Services Group, a US mutual life insurance company) and Prudential's US business.

David Clementi, Chairman of Prudential, said "We are delighted to welcome back Bridget and look forward to her resuming her role at Prudential."

- ENDS -

Enquiries to:

Media

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SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

Date 24 July 2003

PRUDENTIAL PUBLIC LIMITED COMPANY

By: /s/ Steve Colton

Steve Colton
Group Head of Media Relations