M&G REAL ESTATE STRENGTHENS RESIDENTIAL INVESTMENT WITH NEW RECRUIT

LONDON, 1 September 2014 - M&G Real Estate is delighted to announce the

appointment of Steven Hollands, who joins the business as Residential Investment

Manager.

Steven joins M&G Real Estate from Deloitte Real Estate, having spent over seven

years advising on some of the highest profile regeneration and development projects

currently taking place in the UK. More recently, he has advised the Homes and

Communities Agency on the Government's £1 billion "Build to Rent" recoverable

investment fund, overseeing the first scheme to receive funding. He brings invaluable

expertise to the team at a time when M&G Real Estate has undertaken significant

investment in the residential market.

Responsible for seeking investment opportunities, Steven will give investors further

access to the residential sector and its attractive risk-adjusted returns. He will also

review asset performance and identify the performance drivers to maximise the

portfolio's returns.

Alex Greaves, Residential Fund Manager, M&G Real Estate comments: "Steven's

track record as a lead consultant to both land owners and developers will help us to

identify appropriate forward funding investment opportunities and potential

development partners from both the private and public sector".

-ENDS -

For further information please contact:

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Notes to Editors:

About M&G Real Estate

M&G Real Estate is the real estate fund management arm of M&G and is one of the top 25 real estate fund managers in the world by assets under management, with over £19.3 billion invested in a broad spread of properties across Europe, North America and the Asia Pacific region (as of 30 June 2014). M&G Real Estate has a sector-leading approach to responsible property investment, and is committed to assessing and improving the sustainability performance of funds under management. M&G is the investment arm of Prudential Plc in the UK, Europe and Asia. For more information please visit www.mandg.com/realestate

About M&G

M&G is an international active asset manager, investing on behalf of individuals and institutions for over 80 years. At 30 June 2014 the firm manages over £253 billion of assets through a wide range of investment strategies across equities, bonds, property and multi asset.

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