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For immediate release

18 May 2010

PUBLICATION OF PROSPECTUSES AND CIRCULAR

Prospectuses

The following prospectuses have been submitted to the UK Listing Authority and are available for viewing at the UK Listing Authority's Document Viewing Facility, 25 The North Colonnade, Canary Wharf, London E14 5HS:

Proposed Fully Underwritten 11 for 2 Rights Issue of 13,964,557,750 Rights Issue Shares at 104 pence per Rights Issue Share

Click on, or paste the following link into your web browser, to view the associated PDF document.

http://www.rns-pdf.londonstockexchange.com/rns/0828M_1-2010-5-17.pdf

Introduction to the premium segment of the Official List and admission to trading on the London Stock Exchange of the entire issued share capital of Prudential Group plc and Listing by way of introduction of the entire issued share capital of Prudential Group plc on the Main Board of the Hong Kong Stock Exchange

Click on, or paste the following link into your web browser, to view the associated PDF document.

http://www.rns-pdf.londonstockexchange.com/rns/0828M_2-2010-5-17.pdf

Both prospectuses have been published and are available on Prudential plc's website at www.prudential.co.uk/transaction.

Circular

A circular, including notices convening a Court Meeting and a General Meeting, has been published and is available on Prudential's website at www.prudential.co.uk/transaction and will be posted to shareholders shortly.

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This announcement is not a prospectus but an advertisement and investors should not acquire Rights Issue Shares referred to in this announcement except on the basis of the information contained in the Rights Issue Prospectus and/or the New Prudential Prospectus.

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