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PRUDENTIAL

Prudential plc

(Incorporated and registered in England and Wales under the number 01397169)

(Stock code: 2378)

Announcement “Ex-rights” date

The Directors refer to the prospectus relating to the proposed Rights Issue (the “Prospectus”) dated 17 May 2010 and the announcement dated 28 May 2010 released by Prudential plc in relation to the Rights Issue. Words defined in the Prospectus have the same meaning when used in this announcement, unless the context otherwise requires.

The Directors would like to inform investors that the “ex-rights” date for the purposes of trading on the Hong Kong Stock Exchange and the Hong Kong record date for entitlements under the Rights Issue, being 9:30 a.m. on 3 June 2010 and 4:30 p.m. on 4 June 2010, respectively, will be postponed. The “ex-rights” date for the purposes of trading on the SGX-ST and the Singapore record date for entitlements under the Rights Issue, being 9.00 a.m. on 2 June 2010 and 5.00 p.m. on 4 June 2010, respectively, will be postponed. The commencement of the suspension of removals between the UK Register and the HK Register, and of movements into and out of CDP’s account in CCASS will be postponed.

A further announcement will be made when appropriate.

This announcement is made pursuant to Rule 13.09(1) of the Hong Kong Listing Rules.

By order of the board of directors of
Prudential plc

Margaret Ann Coltman
Company Secretary

Hong Kong, 1 June 2010

As at the date of this announcement, the executive directors of Prudential plc are Mr. Cheick Tidjane Thiam, Mr. Nicolaos Andreas Nicandrou ACA, Mr. Robert Alan Devey, Mr. Clark Preston Manning Jr. FSA MAAA, Mr. Michael George Alexander McLintock, Mr. Barry Lee Stowe; and the independent non-executive directors of Prudential plc are Mr. Harvey Andrew McGrath, Mr. Keki Bomi Dadiseth FCA, Mr. Michael William Oliver Garrett, Ms. Ann Frances Godbehere FCGA, Ms. Bridget Ann Macaskill, Ms. Kathleen Anne O'Donovan ACA, Mr. James Hood Ross and Lord Andrew Turnbull KCB CVO.