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*Prospective investors in the Shares of Prudential plc (“**Prudential**”) should refer to the listing document dated 17 May 2010 as supplemented by the supplemental listing document dated 17 May 2010 (the “**Listing Document**”) issued by the Company.*

This announcement is for information purposes only. It does not constitute an offer of, nor is it calculated to invite offer to acquire, purchase or subscribe for Shares of Prudential, nor have any such Shares been allotted with a view to any of them being offered for sale to or subscription by the public.



PRUDENTIAL

Prudential plc

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

(Stock code: 2378)

LISTING BY WAY OF INTRODUCTION OF THE ENTIRE ISSUED SHARE CAPITAL OF PRUDENTIAL PLC ON THE MAIN BOARD OF THE STOCK EXCHANGE OF HONG KONG LIMITED

**Designated broker identity numbers and recent trading information in respect
of the Shares on the London Stock Exchange**

Sponsor

CREDIT SUISSE 

Credit Suisse (Hong Kong) Limited

The Board of Directors issues this announcement to provide details of the designated broker identity numbers and the recent trading information in respect of the Shares on the London Stock Exchange.

Prospective investors should refer to the Listing Document (including the risk factors contained in the “Risk Factors” section of the Listing Document) and the announcement of Prudential dated 18 May 2010 before deciding to invest in the Shares.

INTRODUCTION

Reference is made to the Listing Document and the announcement of Prudential dated 18 May 2010. Unless the context otherwise requires, terms defined in the Listing Document shall have the same meanings when used in this announcement.

As at 18 May 2010, the Business Day immediately before the date of this announcement, the entire issued Share capital comprises 2,534,472,474 Shares. Based on the EEV basis shareholders’ equity of approximately £15,273 million and calculated on the basis of 2,532,227,471 Shares in issue as at 31 December 2009, the net asset value per Share as at 31 December 2009 would be approximately 603 Pence.

DESIGNATED BROKER IDENTITY NUMBERS

As disclosed in the section headed “Liquidity Arrangements – Intended liquidity arrangements during the Designated Period” in Appendix VIII to the Listing Document, upon the Introduction and during the Designated Period, the Designated Dealers will seek to undertake liquidity arrangements in circumstances as described in that section.

In order to ensure the identification and thereby enhance the transparency of the liquidity arrangements conducted by the Designated Dealers on the Hong Kong market, according to the Designated Dealers, each of them has set up a designated broker identity number solely for the purposes of carrying out such liquidity arrangements. These designated broker identity numbers are set out as follows:

<u>Designated Dealer</u>	<u>Designated broker identity number</u>
Credit Suisse Securities (Hong Kong) Limited	7681
HSBC Securities Brokers (Asia) Limited	7682
J.P. Morgan Broking (Hong Kong) Limited	7683

RECENT TRADING INFORMATION IN RESPECT OF THE SHARES ON THE LONDON STOCK EXCHANGE

As disclosed in the section headed “Investor Awareness – Arrangements involving Prudential and the Designated Dealers” in Appendix VIII to the Listing Document, Prudential and the Designated Dealers will cooperate to inform the investor community in Hong Kong of, among other things, trading information about Prudential.

The following table sets out certain trading information in respect of the Shares on the London Stock Exchange, including the Shares’ daily closing price and trading volume, for the London Business Days from 17 May 2010 (i.e., the London Business Day following the Latest Practicable Date) to 18 May 2010, being the London Business Day immediately before the date of this announcement:

<u>Date</u>	<u>Share price (£)</u>			<u>Trading volume (Shares)</u>
	<u>Day high</u>	<u>Day low</u>	<u>Closing</u>	
17 May 2010	5.440	5.150	5.345	25,510,365
18 May 2010	5.470	5.225	5.300	12,606,472

The above trading information is provided for reference purposes only. The trading price of the Shares on the Stock Exchange following the Introduction may differ from that on the London Stock Exchange. Prospective investors should refer to the Listing Document (including the risk factors contained in the “Risk Factors” section of the Listing Document) and the announcement of Prudential dated 18 May 2010 before deciding to invest in the Shares.

FURTHER ANNOUNCEMENTS

Dealings in the Shares on the Stock Exchange are expected to commence on 25 May 2010. As indicated in the “Investor Awareness – Arrangements involving Prudential and the Designated Dealers” section of Appendix VIII to the Listing Document, announcements to disclose, among other things, the Share closing price on the London Stock Exchange will be released on the Stock Exchange on 20 May 2010 (in respect of the Share closing price on the London Stock Exchange on 19 May 2010), 24 May 2010 (in respect of the Share closing price on the London Stock Exchange on 20 May 2010 and 21 May 2010) and not later than 9:00 a.m. on 25 May 2010 (in respect of the Share closing price on the London Stock Exchange on 24 May 2010).

Also, as stated in the section headed “Liquidity Arrangements – Disclosure of the liquidity arrangements” in Appendix VIII to the Listing Document, Prudential will, as soon as practicable and in any event before the opening of trading hours on the Business Day immediately before the date that dealings in the Shares on the Stock Exchange are expected to commence, release an announcement on the Stock Exchange to inform the investing public, among other things: (a) the number of Shares in respect of which the Principal Share Registrar has received instructions from Shareholders for the removal of such Shares to the HK Register under the Batch Removal; and (b) the total number of Shares which have been registered on the HK Register.

By order of the board of directors of
Prudential plc

Margaret Ann Coltman
Company Secretary

Hong Kong, 19 May 2010

As at the date of this announcement, the directors of Prudential plc are:

Executive Directors

Cheick Tidjane Thiam
Nicolaos Andreas Nicandrou ACA
Robert Alan Devey
Clark Preston Manning Jr. FSA MAAA
Michael George Alexander McLintock
Barry Lee Stowe

Independent Non-executive Directors

Harvey Andrew McGrath
Keki Bomi Dadiseth FCA
Michael William Oliver Garrett
Ann Frances Godbehere FCGA
Bridget Ann Macaskill
Kathleen Anne O’Donovan ACA
James Hood Ross
Lord Andrew Turnbull KCB CVO