

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss however arising from or in reliance upon the whole or any part of the contents of this announcement.*

*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 Prudential and the announcements dated 18 May 2010, 19 May 2010, and 20 May 2010 issued by Prudential.*

*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**

**Number of Shares removed from the UK Register to the HK Register  
prior to and during the initial period after the Introduction,  
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 number of Shares removed from the UK Register to the HK Register prior to and during the initial period after the Introduction, 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 announcements of Prudential dated 18 May 2010, 19 May 2010 and 20 May 2010 before deciding to invest in the Shares.

## **INTRODUCTION**

Reference is made to the Listing Document and the announcements of Prudential dated 18 May 2010, 19 May 2010 and 20 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 21 May 2010, the London Business Day immediately before the date of this announcement, the entire issued Share capital comprises 2,534,473,252 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.

## **INFORMATION ON SHARES REMOVED FROM THE UK REGISTER TO THE HK REGISTER PRIOR TO AND DURING THE INITIAL PERIOD AFTER THE INTRODUCTION**

As disclosed in the section headed “Special arrangements to facilitate removals of Prudential Shares to the HK Register prior to and during the initial period after the Introduction” in Appendix VIII to the Listing Document, special arrangements have been made to facilitate removals of Shares from the UK Register to the HK Register prior to and during the initial period after the Introduction by way of the Batch Removal process and the Expedited Removal Process.

The Board of Directors has been informed that:

- as at 5:00 p.m. (UK time) on 19 May 2010, being the latest time for holders of Shares to submit removal instructions to the Principal Share Registrar under the Batch Removal process, the Principal Share Registrar had received instructions from Shareholders for the removal of an aggregate of 50,974,150 Shares (representing approximately 2.01% of the entire issued Share capital) to the HK Register as contemplated under the section headed “Special arrangements to facilitate removals of Prudential Shares to the HK Register prior to and during the initial period after the Introduction” in Appendix VIII to the Listing Document; and
- as at 7:00 a.m. (Hong Kong time) on 24 May 2010, of the 50,974,150 Shares in respect of which the Principal Share Registrar received removal instructions as described above, a total of 50,974,150 Shares (representing approximately 2.01% of the entire issued Share capital) have been registered on the HK Register.

During the suspension period as described in the section headed “Registration and Removal of Prudential Shares Between Registers - Suspension of removals between registers in relation to the Rights Issue” in Appendix VIII of the Listing Document, the Designated Dealers intend to build an inventory prior to the commencement of the suspension through a combination of borrowing and purchases of Shares in either London or Hong Kong. These Shares will then be made available to meet demand if supply from other market sources proves to be insufficient. The Designated Dealers will use their expertise and judgment to assess, based on the level of market demand during the suspension period, whether and in what number any additional stock borrowing or purchase arrangements are needed during the suspension period to provide liquidity in that period.

As disclosed in the section headed “Risk Factors – Risks Relating to the Introduction – Movements of Shares from the HK Register to the UK Register may adversely affect the liquidity of the Shares on the Stock Exchange” in the Listing Document, Shares removed from the UK Register to the HK Register in the Batch Removal may include Shares which Shareholders intend at that time or subsequently to move to the CDP nominee account in CCASS for holding through CDP and trading on the SGX-ST. Accordingly, it is possible that not all of the Shares removed from the UK Register to the HK Register in the Batch Removal will necessarily be available for trading in Hong Kong.

## 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

The following table sets out certain trading information in respect of the Shares on the London Stock Exchange, including the Share closing price and trading volume, for the London Business Days on 20 May 2010 and 21 May 2010, being the two London Business Days 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>	
20 May 2010	5.305	5.100	5.165	14,564,311
21 May 2010	5.200	4.968	5.170	19,591,867

Such trading information is provided further to the disclosure in the “Investor Awareness – Arrangements involving Prudential and the Designated Dealers” section of Appendix VIII to the Listing Document and is for reference purposes only. The trading price of the Shares on the Stock Exchange 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 announcements of Prudential dated 18 May 2010, 19 May 2010 and 20 May 2010 before deciding to invest in the Shares.

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, an announcement will be released on the Stock Exchange not later than 9:00 a.m. on 25 May 2010 to disclose, among other things, the Share closing price on the London Stock Exchange on 24 May 2010.

By order of the board of directors of  
**Prudential plc**

**Margaret Ann Coltman**  
*Company Secretary*

Hong Kong, 24 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