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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 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

**Previous London Business Day 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 previous London Business Day 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, 20 May 2010 and 24 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, 20 May 2010 and 24 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 24 May 2010, the 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.

PREVIOUS LONDON BUSINESS DAY TRADING INFORMATION IN RESPECT OF THE SHARES ON THE LONDON STOCK EXCHANGE

On 24 May 2010, being the London Business Day immediately before the date of this announcement, the day high price of the Shares on the London Stock Exchange was £5.340 (equivalent to approximately HK\$60.14), the day low price of the Shares on the London Stock Exchange was £5.175 (equivalent to approximately HK\$58.28), the closing price of the Shares on the London Stock Exchange was £5.300 (equivalent to approximately HK\$59.69) and the trading volume of the Shares on the London Stock Exchange amounted to 14,254,035 Shares.

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, 20 May 2010 and 24 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.

By order of the board of directors of
Prudential plc

Margaret Ann Coltman
Company Secretary

Hong Kong, 25 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

For the purpose of this announcement, amounts denominated in pounds sterling have been converted to HK dollars at the exchange rate of £1=HK\$11.2622.