



PRUDENTIAL

NEWS RELEASE

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PRUDENTIAL PLC TO SEEK LISTING ON THE HONG KONG STOCK EXCHANGE UPDATE ON COMBINATION WITH AIA

Further to the announcement on 1 March 2010, in relation to the combination of Prudential plc ("Prudential") and AIA Group Limited ("AIA"), Prudential today is pleased to announce that it is able to accelerate its plans for seeking a listing of its ordinary shares on the Hong Kong Stock Exchange. Prudential has made an application to the Hong Kong Stock Exchange for the listing of, and permission to deal in, its shares and it is now aiming to have the listing effective prior to launch of the rights issue announced on 1 March 2010.

The listing will be effected by way of an Introduction, as a dual-primary listing along side its primary listing of ordinary shares in London. Prudential is not proposing to offer new ordinary shares in connection with the listing other than those being offered under the rights issue.

By way of update in relation to the AIA combination, Prudential Group confirms that it has entered into foreign exchange hedging arrangements in respect of its requirement to convert the pounds sterling proceeds of the rights issue into US dollars, which is the currency in which Prudential must pay the cash element of the consideration.

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A copy of the Prospectus for the Rights Issue when published will be made available to eligible persons from the registered office of the Company and on the Company's website. The Prospectus for the Rights Issue will give further details of the New Ordinary Shares being offered pursuant to the Rights Issue.

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