



PRUDENTIAL

NEWS RELEASE

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For Immediate Release: Thursday 4 March 2010

Further to the announcement on 1 March 2010 in relation to the combination of Prudential plc ("Prudential") and AIA Group Limited (the "Transaction"), Prudential can confirm that Credit Suisse, HSBC and J.P. Morgan Cazenove, acting as Joint Global Co-ordinators and Joint Bookrunners, have formed, with the consent of Prudential, a syndicate of underwriters in respect of the announced underwritten rights issue of USD 20.0 billion (net of fees and expenses) (the "Rights Issue").

Banca IMI, Banco Santander, BofA Merrill Lynch, Citi, Deutsche Bank, ING Bank N.V., Morgan Stanley, RBS Hoare Govett and UBS Investment Bank have been appointed as Joint Lead Managers of the Rights Issue. Barclays Capital, BNP Paribas, Credit Agricole CIB, Mediobanca, Natixis, Nomura International, Scotia Capital, Societe Generale, Standard Chartered, UniCredit Bank AG and United Overseas Bank have been appointed as Co-Lead Managers of the Rights Issue.

BBVA, BOC International, Commerzbank, DBS Bank, Fortis Bank Nederland, ICBC International Securities, Keefe, Bruyette & Woods, Lloyds TSB Corporate Markets, Macquarie Capital and RBC Capital Markets have been appointed as Co-Managers of the Rights Issue.

In addition, Qatar Holding LLC and the Government of Singapore Investment Corporation Pte Ltd. have agreed to underwrite a significant portion of the Rights Issue.

The Joint Global Co-ordinators have confirmed that syndication since the announcement has been very well received, with demand for primary underwriting well in excess of the size of the Rights Issue.

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Unless defined in this announcement, the defined terms set out in the announcement by Prudential dated 1 March 2010 relating to the Transaction shall have the same meaning when used in this announcement.

This announcement has been issued by and is the sole responsibility of Prudential.

This announcement is for information purposes only and is not intended to and does not constitute or form any part of any offer or invitation to subscribe for or purchase any securities or the solicitation of any offer to subscribe for, purchase, or otherwise acquire any securities.

A copy of the Prospectus for the Rights Issue and a Prospectus in relation to New Prudential when published will be made available from the registered office of Prudential and on Prudential's website. The Prospectus for the Rights Issue will give further details of the New Ordinary Shares being offered pursuant to the Rights Issue. The Prospectus for New Prudential will give further details of New Prudential's introduction to the UKLA Official List and admission to the main market of the London Stock Exchange.

This announcement is not a prospectus but an advertisement and investors should not acquire New Ordinary Shares referred to in this announcement except on the basis of the information contained in the Prospectuses.

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