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PRUDENTIAL

Prudential plc

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

(Stock code: 2378)

Announcement Rights Issue

The Directors refer to the listing document and the prospectus relating to the proposed Rights Issue (the “Prospectus”) both dated 17 May 2010. Words defined in the Prospectus have the same meaning when used in this announcement, unless the context otherwise requires.

The Directors would like to remind HK Shareholders and investors that the Existing Shares will be marked “ex-rights” by the Hong Kong Stock Exchange on 3 June 2010. By way of comparison, the Existing Shares will be marked “ex-rights” on the SGX on 2 June 2010 and by the London Stock Exchange on 8 June 2010.

HK Shareholders and investors are warned that a difference may arise in the trading price of the Existing Shares between the three stock exchanges from the date the Existing Shares are marked “ex-rights” in each jurisdiction.

In addition, HK Shareholders and investors are warned that the proposed Rights Issue is conditional, among other things, upon the passing of the Rights Issue Resolution at the General Meeting to be held in the UK on 7 June 2010. A further announcement containing the results of the Rights Issue Resolution will be made following the General Meeting.

By order of the board of Directors of
Prudential plc

Margaret Ann Coltman
Company Secretary

Hong Kong, 28 May 2010

As at the date of this announcement, the executive Directors of Prudential plc are Mr. Cheick Tidjane Thiam, Mr. Nicolaos Andreas Nicandrou ACA, Mr. Robert Alan Devey, Mr. Clark Preston Manning Jr. FSA MAAA, Mr. Michael George Alexander McLintock, Mr. Barry Lee Stowe; and the independent non-executive Directors of Prudential plc are Mr. Harvey Andrew McGrath, Mr. Keki Bomi Dadiseth FCA, Mr. Michael William Oliver Garrett, Ms. Ann Frances Godbehere FCGA, Ms. Bridget Ann Macaskill, Ms. Kathleen Anne O'Donovan ACA, Mr. James Hood Ross and Mr. Lord Andrew Turnbull KCB CVO.