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*(Incorporated and registered in England and Wales under the number 01397169)  
(Stock code: 2378)*

## **OVERSEAS REGULATORY ANNOUNCEMENT**

### **NOTIFICATION OF MAJOR INTERESTS IN SHARES**

#### **TR-1: NOTIFICATION OF MAJOR INTERESTS IN SHARES**

1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:

**Prudential plc**

2. Reason for the notification (please tick the appropriate box or boxes):

**An acquisition or disposal of voting rights**

3. Full name of person(s) subject to the notification obligation:

**BlackRock Inc.**

4. Full name of shareholder(s) (if different from 3.):

**N/A**

5. Date of the transaction and date on which the threshold is crossed or reached:

**20 August 2010**

6. Date on which issuer notified:

**23 August 2010**

7. Threshold(s) that is/are crossed or reached:

**Holding has gone below 5%**

8. Notified details:

8A: Voting rights attached to shares

Class/type of shares:

**GB0007099541**

Situation previous to the Triggering transaction:

No of Shares

No of Voting Rights

**160,592,329**

**160,592,329**

Resulting situation after the triggering transaction:

No of shares

No of voting rights

% of voting rights

Direct

Direct

Indirect

Direct

Indirect

**N/A**

**N/A**

**126,772,186**

**N/A**

**4.993%**

8B: Financial Instruments

Resulting situation after the triggering transaction:

Type of  
financial  
instrument

Expiration date

Exercise/  
Conversion  
Period/Date

Number of voting rights  
that may be acquired if  
the Instrument is  
exercised/ converted

% of voting  
rights

**N/A**

**N/A**

**N/A**

**N/A**

**N/A**

8C: Financial Instruments with similar economic effect to Qualifying Financial Instruments

Type of financial instrument	Exercise price	Expiration date	Exercise/ Conversion Period/ Date	Number of voting rights instrument refers to	% of voting rights	
					Nominal	Delta
<b>CFD</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>140,353</b>	<b>0.006%</b>	<b>0.006%</b>

Total (A+B+C):

<u>Number of voting rights</u>	<u>% of voting rights</u>
<b>126,912,539</b>	<b>4.998%</b>

9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable:

**BlackRock Investment Management (UK) Limited – 126,912,539 (4.998%)**

Proxy Voting:

10. Name of the proxy holder:

**N/A**

11. Number of voting rights proxy holder will cease to hold:

**N/A**

12. Date on which proxy holder will cease to hold voting rights:

**N/A**

13. Additional information:

**Prudential plc is not affiliated in any manner with Prudential Financial, Inc. a company whose principal place of business is in the United States of America.**

**Contact name for enquiries**

Anneka Kingan, Group Secretariat  
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**Company official responsible for making notification**

Clive Burns, Head of Group Secretariat  
+44 20 7548 3805

As at the date of this announcement, the Board of Directors of Prudential plc comprises:

**Executive Directors**

Cheick Tidjane Thiam (*Group Chief Executive*)  
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 (*Chairman*)  
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 identification purpose*