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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:

23 August 2010

6. Date on which issuer notified:

24 August 2010

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

Holding has gone above 5%

8. Notified details:

8A: Voting rights attached to shares

Class/type of shares:

GB0007099541

Situation previous to the Triggering transaction:

No of Shares

126,772,186

No of Voting Rights

126,772,186

Resulting situation after the triggering transaction:

No of shares

Direct

N/A

No of voting rights

Direct

N/A

Indirect

126,965,629

% of voting rights

Direct

N/A

Indirect

5.00%

8B: Financial Instruments

Resulting situation after the triggering transaction:

Type of
financial
instrument

N/A

Expiration date

N/A

Exercise/
Conversion
Period/Date

N/A

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

N/A

% of voting
rights

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
CFD	N/A	N/A	N/A	140,353	0.01%	0.01%

Total (A+B+C):

<u>Number of voting rights</u>	<u>% of voting rights</u>
127,105,982	5.01%

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 – 127,105,982 (5.01%)

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
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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*