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PRUDENTIAL

Prudential plc

英國保誠有限公司*

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

RESIGNATION OF COMPLIANCE ADVISER

Prudential plc (the “**Company**”) announces that its compliance adviser, Evolution Watterson Securities Limited (“**Evolution**”) has resigned with effect from 3 September 2010, and the Company has accepted its resignation. Evolution has informed the Company that it is no longer qualified under the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) to act as the Company’s compliance adviser.

Evolution was originally appointed as the Company’s compliance adviser from 25 May 2010 until the date on which the Company complies with Rule 13.46 of the Listing Rules in respect of its financial results for the year ending 31 December 2011. Save as disclosed in this announcement, the Company confirms that, as at the date of this announcement, there are no other matters relating to the resignation of compliance adviser that need to be drawn to the attention of the shareholders of the Company.

The Company will find a replacement compliance adviser and a further announcement will be made when an appointment has been made pursuant to Rule 3A.19 of the Listing Rules.

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.

By order of the Board
Prudential plc
Margaret Ann Coltman
Company Secretary

3 September 2010, Hong Kong

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 Borni 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