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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:

**Capital Research and Management Company**

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:

**28 September 2010**

6. Date on which issuer notified:

**29 September 2010**

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

**Holding has gone below 13%**

8. Notified details:

8A: Voting rights attached to shares

Class/type of shares:

**Ordinary 5p**

Situation previous to the Triggering transaction:

No of Shares

No of Voting Rights

**334,298,519**

**334,298,519**

Resulting situation after the triggering transaction:

No of  
shares

No of voting  
rights

% of voting  
rights

Direct

Indirect

Direct

Indirect

Direct

Indirect

**0**

**330,673,911**

**0**

**330,673,911**

**N/A**

**12.9901%**

## 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
<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>

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

Type of financial instrument	Expiration date	Exercise/ Conversion Period/ Date	Number of voting rights that may be acquired if the Instrument is exercised/ converted	Nominal	Delta
<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>

Total (A+B+C):

<u>Number of voting rights</u>	<u>% of voting rights</u>
<b>330,673,911</b>	<b>12.9901%</b>

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

**N/A**

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:

**N/A**

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*