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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**

**An acquisition or disposal of instruments with similar economic effect to qualifying financial instruments**

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:

**15 October 2010**

6. Date on which issuer notified:

**18 October 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

**126,398,052**

No of Voting Rights

**126,398,052**

Resulting situation after the triggering transaction:

No of shares

**N/A**

No of voting rights

Direct

**N/A**

Indirect

**124,416,560**

% of voting rights

Direct

**N/A**

Indirect

**4.89%**

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        |
| <b>CFD</b>                   | <b>N/A</b>     | <b>N/A</b>      | <b>N/A</b>                        | <b>571,179</b>                               | <b>0.02%</b>       | <b>0.02%</b> |

Total (A+B+C):

| <u>Number of voting rights</u> | <u>% of voting rights</u> |
|--------------------------------|---------------------------|
| <b>124,987,739</b>             | <b>4.91%</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 – 124,987,739 (4.91%)**

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**

Sylvia Edwards, Assistant Group Secretary  
+44 20 7548 3826

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  
Paul Victor Falzon Sant Manduca  
Howard John Davies

\* *For identification purpose*