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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:

11 January 2011

6. Date on which issuer notified:

13 January 2011

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

124,416,560

No of Voting Rights

124,416,560

Resulting situation after the triggering transaction:

<u>No of shares</u>	<u>No of voting rights</u>		<u>% of voting rights</u>	
Direct	Direct	Indirect	Direct	Indirect
N/A	N/A	126,685,887	N/A	4.98%

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
CFD	N/A	N/A	N/A	929,019	0.04%	0.04%

Total (A+B+C):

Number of voting rights

% of voting rights

127,614,906

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 – 127,614,906 (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

Jennie Webb, 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
John William Foley
Michael George Alexander McLintock
Barry Lee Stowe
Michael Andrew Wells

Independent Non-executive Directors

Harvey Andrew McGrath (Chairman)
Keki Bomi Dadiseth FCA
Howard John Davies
Michael William Oliver Garrett
Ann Frances Godbehere FCGA
Bridget Ann Macaskill
Paul Victor Falzon Sant Manduca
Kathleen Anne O'Donovan ACA
James Hood Ross
Lord Andrew Turnbull KCB CVO

* *For identification purpose*