



PRUDENTIAL

EMBARGOED FOR 07.30AM 11 NOVEMBER 2004

REG-Prudential plc Result of Equity Issue. 11 November 2004

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92% take up of Prudential plc Rights Issue

Prudential plc ("Prudential") today announces that it has received valid acceptances in respect of 310,221,770 new Prudential shares, representing approximately 92.00% of the total number of new Prudential shares offered to shareholders pursuant to the 1 for 6 rights issue announced by Prudential on 19 October 2004 (the "Rights Issue"). A total of 337,215,697 new Prudential shares were offered to shareholders in the Rights Issue, which closed at 11:00am yesterday.

In accordance with the arrangements set out in Part III of the Rights Issue prospectus dated 19 October 2004, the Underwriters will be seeking subscribers for the remaining 26,993,927 new Prudential shares, for which valid acceptances were not received.

The Rights Issue is underwritten by UBS Investment Bank, Cazenove & Co. Ltd and Goldman Sachs International.

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News release

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Incorporated and registered in England and Wales. Registered office as above. Registered number 1397169.
Prudential plc is a holding company, subsidiaries of which are authorised and regulated by the Financial Services Authority.

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Each of UBS Limited, Cazenove & Co. Ltd and Goldman Sachs International is acting for Prudential plc and no-one else in connection with the Rights Issue and will not be responsible to anyone other than Prudential plc for providing the protections afforded to each of their respective clients or for providing advice in relation to the Rights Issue or any other matters referred to in this announcement.

Definitions used in the prospectus dated 19 October 2004 issued by Prudential plc shall have the same meanings when used in this announcement unless the context otherwise requires.

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This announcement does not constitute or form any part of, and should not be construed as, an offer to sell, or the solicitation of an offer to subscribe for, underwrite or acquire the New Shares being issued in connection with the Rights Issue. The New Shares have not been, and will not be, registered under the applicable securities laws of France, Canada, New Zealand, Switzerland, Spain, Japan or South Africa. Accordingly, unless an exemption under any applicable laws is available, the New Shares may not be offered, sold, transferred, taken up or delivered, directly or indirectly, in France, Canada, New Zealand, Switzerland, Spain, Japan or South Africa or any other country outside the United Kingdom where such distribution may otherwise lead to a breach of any law or regulatory requirement.

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