

Hong Kong Exchanges and Clearing Limited, The Stock Exchange of Hong Kong Limited and the Singapore Exchange Securities Trading Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss however arising from or in reliance upon the whole or any part of the contents of this announcement.



*(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:

Norges Bank

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:

26 November 2010

6. Date on which issuer notified:

29 November 2010

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

Holding has gone above 4%

8. Notified details:

8A: Voting rights attached to shares

Class/type of shares:

GB0007099541

Situation previous to the Triggering transaction:

No of Shares

No of Voting Rights

93,487,697

93,487,697

Resulting situation after the triggering transaction:

No of shares

No of voting
rights

% of voting
rights

Direct

Direct

Indirect

Direct

Indirect

102,495,000

102,495,000

0

4.03%

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
N/A	N/A	N/A	N/A	N/A	N/A	N/A

Total (A+B+C):

<u>Number of voting rights</u>	<u>% of voting rights</u>
102,495,000	4.03%

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

Proxy Voting:

10. Name of the proxy holder:

Norges Bank

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
+44 20 7548 3807

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
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*