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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:

No of shares

Direct

N/A

No of voting rights

Direct

N/A

Indirect

**126,685,887**

% of voting rights

Direct

N/A

Indirect

**4.98%**

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>929,019</b>	<b>0.04%</b>	<b>0.04%</b>

Total (A+B+C):

<u>Number of voting rights</u>	<u>% of voting rights</u>
<b>127,614,906</b>	<b>5.01%</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 – 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

+44 20 7548 2027

**Company official responsible for making notification**

Clive Burns, Head of Group Secretariat

+44 20 7548 3805

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*