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PRUDENTIAL

Prudential plc

英國保誠有限公司*

(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:

An acquisition or disposal of voting rights

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:

1 November 2011

6. Date on which issuer notified:

3 November 2011

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

Above 5%

8. Details notified:

8A: Voting rights attached to shares

Class/type of shares:

Ordinary 5p share; GB0007099541

Situation previous to the Triggering transaction:

No of Shares

No of Voting Rights

124,186,639

124,186,639

Resulting situation after the triggering transaction:

No of shares

No of voting
rights

% of voting
rights

Direct

Indirect

Direct

Indirect

Direct

Indirect

N/A

N/A

N/A

126,743,461

N/A

4.97%

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	Expiration date	Exercise/ Conversion Period/ Date	Number of voting rights that may be acquired if the Instrument is exercised/ converted	% of voting rights	
				Nominal	Delta
CFD	N/A	N/A	699,305	0.03%	0.03%

Total (A+B+C):

<u>Number of voting rights</u>	<u>% of voting rights</u>
127,442,766	5.00%

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 – 127,442,766 (5.00%)

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

Angela Zeng, Group Secretariat
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Company official responsible for making notification

Sylvia Edwards, Assistant Group Secretary

4 November 2011, London

As at the date of this announcement, the Board of Directors of Prudential plc comprises:

Chairman

Harvey Andrew McGrath

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 and Michael Andrew Wells

Independent Non-executive Directors

Keki Bomi Dadiseth FCA, Sir Howard John Davies, Michael William Oliver Garrett, Ann Frances Godbehere FCGA, Paul Victor Falzon Sant Manduca, Kathleen Anne O'Donovan ACA and Lord Andrew Turnbull KCB CVO

* *For identification purposes*