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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)**

**NOTIFICATION OF TRANSACTIONS OF DIRECTORS/  
PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY  
OR CONNECTED PERSONS**

1. Name of the *issuer*

**Prudential plc**

2. State whether the notification relates to (i) a transaction notified in accordance with *DTR* 3.1.2R; (ii) a disclosure made in accordance LR 9.8.6R(1); or (iii) a disclosure made in accordance with section 793 of the Companies Act (2006)

**(i)**

3. Name of *person discharging managerial responsibilities/director*

**A Turnbull, C Manning, M Garrett, T Thiam, B Macaskill, M McLintock,  
K O'Donovan, B Stowe, J Foley, P Vacassin, S Whitehead, N Nicandrou, R Devey**

4. State whether notification relates to a person connected with a *person discharging managerial responsibilities/director named in 3 and identify the connected person*

N/A

5. Indicate whether the notification is in respect of a holding of the *person* referred to in 3 or 4 above or in respect of a non-beneficial interest

**Notification relates to the persons named in 3 above**

6. Description of *shares* (including *class*), debentures or derivatives or financial instruments relating to *shares*

**Ordinary shares of 5p each**

7. Name of registered shareholder(s) and, if more than one, the number of *shares* held by each of them

**Andrew Turnbull — shares held in own name**

**Clark Manning — shares held in own name**

**Clark Manning — shares held in trust in the name of BWCI Trust Company Limited**

**Michael Garrett — shares held with HSBC Global Custody Nominees UK Limited**

**Tidjane Thiam — shares held in trust in the name of BWCI Trust Company Limited**

**Bridget Macaskill — shares held in own name**

**Michael McLintock — shares held in trust in the name of BWCI Trust Company Limited**

**Kathleen O'Donovan — shares held in own name**

**Barry Stowe — shares held in trust in the name of BWCI Trust Company Limited**

**John Foley — shares held in trust in the name of BWCI Trust Company Limited**

**Priscilla Vacassin — shares held in trust in the name of BWCI Trust Company Limited**

**Stephen Whitehead — shares held in trust in the name of BWCI Trust Company Limited**

**Nic Nicandrou — shares held in trust in the name of BWCI Trust Company Limited**

**Rob Devey — shares held in trust in the name of BWCI Trust Company Limited**

8. State the nature of the transaction

**Scrip Dividend on ordinary shares of Prudential plc — see section 9**

9. Number of *shares*, debentures or financial instruments relating to *shares* acquired

**Andrew Turnbull**

315 ordinary shares

**Clark Manning**

9,027 ordinary shares

424 ordinary shares acquired in respect of shares held in trust under Deferred Share Awards under the Prudential Annual Incentive Plan

**Michael Garrett**

771 ordinary shares held with HSBC Global Custody Nominees UK Limited

**Tidjane Thiam**

2,948 ordinary shares acquired in respect of shares held in trust as Restricted Share Awards under the Prudential Annual Incentive Plan

**Bridget Macaskill**

950 ordinary shares

**Michael McLintock**

6,278 ordinary shares acquired in respect of shares held in trust as Restricted Share Awards under the Prudential Annual Incentive Plan

**Kathleen O'Donovan**

435 ordinary shares

**Barry Stowe**

1,543 ordinary shares acquired in respect of shares held in trust under Deferred Share Awards under the Prudential Annual Incentive Plan

**John Foley**

19,425 ordinary shares acquired in respect of shares held in trust under Deferred Share Awards under the PruCap Deferred Share Award

**Priscilla Vacassin**

1,970 ordinary shares acquired in respect of shares held in trust as Restricted Share Awards under the Prudential Annual Incentive Plan

**Stephen Whitehead**

1,407 ordinary shares acquired in respect of shares held in trust as Restricted Share Awards under the Prudential Annual Incentive Plan

**Nic Nicandrou**

583 ordinary shares acquired in respect of shares held in trust as Restricted Share Awards under the Prudential Annual Incentive Plan

**Rob Devey**

636 ordinary shares acquired in respect of shares held in trust as Restricted Share Awards under the Prudential Annual Incentive Plan

10. Percentage of issued *class* acquired (*treasury shares* of that *class* should not be taken into account when calculating percentage)

A Turnbull — less than 0.00002%  
Clark Manning — less than 0.0004%  
Michael Garrett — less than 0.00004%  
Tidjane Thiam — less than 0.0002%  
Bridget Macaskill — less than 0.00004%  
Michael McLintock — less than 0.0003%  
Kathleen O'Donovan — less than 0.00002%  
Barry Stowe less than 0.00007%  
John Foley less than 0.0008%  
Priscilla Vacassin less than 0.00008%  
Stephen Whitehead less than 0.00006%  
Nic Nicandrou — less than 0.00003%  
Rob Devey — less than 0.00003%

11. Number of *shares*, debentures or financial instruments relating to *shares* disposed

**N/A**

12. Percentage of issued *class* disposed (*treasury shares* of that *class* should not be taken into account when calculating percentage)

**N/A**

13. Price per *share* or value of transaction

**£5.696**

14. Date and place of transaction

**27 May 2010, London**

15. Total holding following notification and total percentage holding following notification  
(*any treasury shares* should not be taken into account when calculating percentage)

Andrew Turnbull — 13,566 ordinary shares, less than 0.0006%

Clark Manning — 2,281,501 ordinary shares, (made up of 800,814 ADRs representing 1,601,628 ordinary shares and 679,873 ordinary shares), less than 0.09%

Michael Garrett — 34,108 ordinary shares, less than 0.002%

Tidjane Thiam — 1,395,760 ordinary shares, less than 0.06%

Bridget Macaskill — 40,894 ordinary shares, less than 0.002%.

Michael McLintock — 807,847 ordinary shares, less than 0.04%

Kathleen O'Donovan — 21,619 ordinary shares, less than 0.0009%

Barry Stowe — 1,130,863 ordinary shares (made up of 374,204 ADRs representing 748,408 ordinary shares and 382,455 ordinary shares), less than 0.05%

John Foley — 970,868 ordinary shares, less than 0.04%

Priscilla Vacassin — 638,838 ordinary shares, less than 0.03%

Stephen Whitehead — 360,059 ordinary shares, less than 0.02%

Nic Nicandrou — 657,580 ordinary shares, less than 0.03%

Rod Devey — 527,917 ordinary shares, less than 0.03%

16. Date issuer informed of transaction

**27 May 2010, London**

17. Date of grant

**N/A**

18. Period during which or date on which it can be exercised

**N/A**

19. Total amount paid (if any) for grant of the option

**N/A**

20. Description of *shares* or debentures involved (*class* and number)

**N/A**

21. Exercise price (if fixed at time of grant) or indication that price is to be fixed at the time of exercise

N/A

22. Total number of *shares* or debentures over which options held following notification

N/A

23. Any additional information

N/A

24. Name of contact and telephone number for queries

**Jennie Webb, Share Plans Administrator, 020 7548 2027**

Name of duly authorised officer of *issuer* responsible for making notification

**Clive Burns, Head of Secretariat, 0207 548 3805**

Date of notification

**28 May 2010, London**

**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**

**Notes:** This form is intended for use by an *issuer* to make an *RIS* notification required by *DR* 3.3.

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

**Executive Directors**

Cheick Tidjane Thiam  
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  
Keki Bomi Dadiseth FCA  
Michael William Oliver Garrett  
Ann Frances Godbehere FCGA  
Bridget Ann Macaskill  
Kathleen Anne O'Donovan ACA  
James Hood Ross  
Lord Andrew Turnbull KCB CVO

*\* For identification purpose*