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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 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*

**Barry Stowe**

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

**Relates to person named in 3 above**

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

**Relates to person named in 3 above**

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

**Prudential plc American Depositary Receipts (ADRs) each ADR representing 2 Prudential plc 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

**Director named above**

8. State the nature of the transaction

**Release of 1,055 ADRs awarded under the Prudential Employee Share trust, as per the announcement made on 21 December 2006, RNS number 49370.**

**Sale of ADRs to settle tax liability**

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

**1,055 ADRs, representing 2,110 ordinary shares**

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

**Less than 0.00009%**

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

**317 ADRs, representing 634 ordinary shares**

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

**Less than 0.00003%**

13. Price per share or value of transaction

**USD15.1129**

14. Date and place of transaction

**8 June 2010, New York**

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

**1,130,229 ordinary shares (made up of 373,887 ADRs representing 747,774 ordinary shares and 382,455 ordinary shares), less than 0.05%**

16. Date issuer informed of transaction

**8 June 2010**

**If a person discharging managerial responsibilities has been granted options by the issuer complete the following boxes**

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, +44 20 7548 2027**

Name of duly authorised officer of issuer responsible for making notification

**Clive Burns, Head of Group Secretariat, +44 20 7548 3805**

Date of notification

**9 June 2010**

**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 (*Chief Executive Officer*)

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

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*