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*(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*

**K B Dadiseth, M W O Garrett, A F Godbehere, B A Macaskill, H A McGrath, K A O'Donovan, J H Ross, A Turnbull.**

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

**See section 3**

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

**K B Dadiseth**

**M W O Garrett: Registered in the name of HSBC Global Custody Nominees UK Limited**

**A F Godbehere**

**B A Macaskill**

**H A McGrath**

**K A O'Donovan**

**J H Ross**

**A Turnbull**

8. State the nature of the transaction

**Regular quarterly purchase of shares, using agreed proportion of the quarterly payment of board and committee fees to the non-executive directors and the Chairman as set out in 9 below**

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

**K B Dadiseth – 982 shares**  
**M W O Garrett – 963 shares**  
**A F Godbehere – 959 shares**  
**B A Macaskill – 1,029 shares**  
**H A McGrath – 771 shares**  
**K A O'Donovan – 717 shares**  
**J H Ross – 728 shares**  
**A Turnbull – 728 shares**

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

**K B Dadiseth less than 0.00004%**  
**M W O Garrett less than 0.00004%**  
**A F Godbehere less than 0.00004%**  
**B A Macaskill less than 0.00005%**  
**H A McGrath less than 0.00004%**  
**K A O'Donovan less than 0.00003%**  
**J H Ross less than 0.00003%**  
**A Turnbull 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

**£5.1075**

14. Date and place of transaction

**30 June 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)

**K B Dadiseth – 29,321 shares, less than 0.002%**

**M W O Garrett – 35,071 shares, less than 0.002%**

**A F Godbehere – 13,329 shares, less than 0.0006%**

**B A Macaskill – 41,923 shares, less than 0.002%**

**H A McGrath – 298,345 shares, less than 0.02%**

**K A O'Donovan – 22,336 shares, less than 0.0009%**

**J H Ross – 20,061 shares, less than 0.0008%**

**A Turnbull – 14,294 shares, less than 0.0006%**

16. Date issuer informed of transaction

**30 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

**Sylvia Edwards, Assistant Group Secretary, +44 20 7548 3826**

Date of notification

**30 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**

**Note:** 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*