

Hong Kong Exchanges and Clearing Limited, The Stock Exchange of Hong Kong Limited and the Singapore Exchange Securities Trading Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss however arising from or in reliance upon the whole or any part of the contents of this announcement.



(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*

A Turnbull, C Manning, M Garrett, T Thiam, B Macaskill, M McLintock, K O'Donovan, B Stowe, J Foley, T Le Maire, 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

Thibaut Le Maire – 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

166 ordinary shares

Clark Manning

4,508 ordinary shares

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

Michael Garrett

407 ordinary shares held with HSBC Global Custody Nominees UK Limited

Tidjane Thiam

1,472 ordinary shares acquired in respect of shares held in trust as Restricted Share Awards under the Prudential Annual Incentive Plan

Bridget Macaskill

487 ordinary shares

Michael McLintock

3,133 ordinary shares acquired in respect of shares held in trust as Restricted Share Awards under the Prudential Annual Incentive Plan

Kathleen O'Donovan

226 ordinary shares

Barry Stowe

1,214 ordinary shares acquired in respect of shares held in trust under Deferred Share Awards under the Prudential Annual Incentive Plan

John Foley

9,700 ordinary shares acquired in respect of shares held in trust under Deferred Share Awards under the PruCap Deferred Share Award

Thibaut Le Maire

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

Priscilla Vacassin

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

Stephen Whitehead

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

Nic Nicandrou

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

Rob Devey

317 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 0.000007%

Clark Manning – less than 0.0003%

Michael Garrett – less than 0.00002%

Tidjane Thiam – less than 0.00006%

Bridget Macaskill – less than 0.00002%

Michael McLintock – less than 0.0002%

Kathleen O'Donovan – less than 0.000009%

Barry Stowe - less than 0.00005%

John Foley - less than 0.0004%

Thibaut Le Maire – less than 0.00002%

Priscilla Vacassin less than 0.00004%

Stephen Whitehead less than 0.00003%

Nic Nicandrou – less than 0.00002%

Rob Devey – less than 0.00002%

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

£5.693

14. Date and place of transaction

23 September 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 –ordinary shares, 14,460 less than 0.0006%

Clark Manning – 2,288,298 ordinary shares, (made up of 801,853 ADRs representing 1,603,706 ordinary shares and 684,592 ordinary shares), less than 0.09%

Michael Garrett – 35,478 ordinary shares, less than 0.002%

Tidjane Thiam – 1,397,232 ordinary shares, less than 0.06%

Bridget Macaskill – 42,410 ordinary shares, less than 0.002%.

Michael McLintock – 810,980 ordinary shares, less than 0.04%

Kathleen O'Donovan – 22,562 ordinary shares, less than 0.0009%

Barry Stowe – 1,077,763 ordinary shares (made up of 374,519 ADRs representing 749,038 ordinary shares and 328,725 ordinary shares), less than 0.05%

John Foley – 980,568 ordinary shares, less than 0.04%

T Le Maire –381,158 ordinary shares (made up of 190,579 ADRs representing 381,158 ordinary shares), less than 0.02%

Priscilla Vacassin – 639,821 ordinary shares, less than 0.03%

Stephen Whitehead – 360,760 ordinary shares, less than 0.02%

Nic Nicandrou – 657,986 ordinary shares, less than 0.03%

Rob Devey – 528,234 ordinary shares, less than 0.03%

16. Date issuer informed of transaction

23 September 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 Adviser, +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

24 September 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

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 (*Group Chief Executive*)

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*