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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 – 681 shares

M W O Garrett – 763 shares

A F Godbehere – 663 shares

B A Macaskill – 814 shares

H A McGrath – 610 shares

K A O'Donovan – 470 shares

J H Ross – 576 shares

A Turnbull – 576 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 0.00003%

M W O Garrett less than 0.00003%

A F Godbehere less than 0.00003%

B A Macaskill less than 0.00004%

H A McGrath less than 0.00003%

K A O'Donovan less than 0.00002%

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

£6.452366

14. Date and place of transaction

30 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)

K B Dadiseth – 30,002 shares, less than 0.002%

M W O Garrett – 36,241 shares, less than 0.002%

A F Godbehere – 13,992 shares, less than 0.0006%

B A Macaskill – 43,224 shares, less than 0.002%

H A McGrath – 298,955 shares, less than 0.02%

K A O'Donovan – 23,032 shares, less than 0.001%

J H Ross – 20,637 shares, less than 0.0009%

A Turnbull – 15,036 shares, less than 0.0006%

16. Date issuer informed of transaction

30 September 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, +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

1 October 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*