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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, H J Davies, M W O Garrett, A F Godbehere, B A Macaskill, P V F S Manduca, 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

H J Davies

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

A F Godbehere

B A Macaskill

P V F S Manduca

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 – 653 shares

H J Davies – 575 shares

M W O Garrett – 731 shares

A F Godbehere – 636 shares

B A Macaskill – 782 shares

P V F S Manduca – 575 shares

H A McGrath – 585 shares

K A O'Donovan - 452 shares

J H Ross - 553 shares
A Turnbull - 553 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%
H J Davies - 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%
P V F S Manduca - less than 0.00003%
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

£6.725

14. Date and place of transaction

31 December 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 - 30,655 shares, less than 0.002%
H J Davies - 575 shares, less than 0.00003%
M W O Garrett - 36,972 shares, less than 0.002%
A F Godbehere - 14,628 shares, less than 0.0006%
B A Macaskill - 44,006 shares, less than 0.002%

P V F S Manduca - 1,260 shares, less than 0.00005%

H A McGrath - 299,540 shares, less than 0.02%

K A O'Donovan - 23,484 shares, less than 0.001%

J H Ross - 21,190 shares, less than 0.0009%

A Turnbull - 15,589 shares, less than 0.0007%

16. Date issuer informed of transaction

31 December 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

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

Date of notification

31 December 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*.

- (1) An *issuer* making a notification in respect of a transaction relating to the *shares* or debentures of the *issuer* should complete boxes 1 to 16, 23 and 24.
- (2) An *issuer* making a notification in respect of a derivative relating the *shares* of the *issuer* should complete boxes 1 to 4, 6, 8, 13, 14, 16, 23 and 24.
- (3) An *issuer* making a notification in respect of options granted to a *director/person discharging managerial responsibilities* should complete boxes 1 to 3 and 17 to 24.
- (4) An *issuer* making a notification in respect of a *financial instrument* relating to the *shares* of the *issuer* (other than a debenture) should complete boxes 1 to 4, 6, 8, 9, 11, 13, 14, 16, 23 and 24.

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
Howard John Davies
Michael William Oliver Garrett
Ann Frances Godbehere FCGA
Bridget Ann Macaskill
Paul Victor Falzon Sant Manduca
Kathleen Anne O'Donovan ACA
James Hood Ross
Lord Andrew Turnbull KCB CVO

* *For identification purpose*