

*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.*



**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*

**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 board and committee fees paid to non-executive directors and the Chairman, as set out in section 9 below.**

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

**K B Dadiseth - 792 shares**

**H J Davies - 537 shares**

**M W O Garrett - 677 shares**

**A F Godbehere - 588 shares**

**B A Macaskill - 559 shares**

**P V F S Manduca - 537 shares**

**H A McGrath - 542 shares**

**K A O'Donovan - 417 shares**

**J H Ross - 511 shares**

**A Turnbull - 512 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%**  
**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 0.00003%**  
**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

**£7.27**

14. Date and place of transaction

**31 March 2011, 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 - 31,447 shares, less than 0.002%**  
**H J Davies - 1,112 shares, less than 0.00005%**  
**M W O Garrett - 37,649 shares, less than 0.002%**  
**A F Godbehere - 15,216 shares, less than 0.0006%**  
**B A Macaskill - 44,565 shares, less than 0.002%**  
**P V F S Manduca - 1,797 shares, less than 0.00008%**  
**H A McGrath - 300,082 shares, less than 0.02%**  
**K A O'Donovan - 23,901 shares, less than 0.001%**  
**J H Ross - 21,701 shares, less than 0.0009%**  
**A Turnbull - 16,101 shares, less than 0.0007%**

16. Date issuer informed of transaction

**31 March 2011**

**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

**1 April 2011**

**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:

*Chairman*

Harvey Andrew McGrath

*Executive Directors*

Cheick Tidjane Thiam (*Group Chief Executive*)

Nicolaos Andreas Nicandrou ACA

Robert Alan Devey

John William Foley

Michael George Alexander McLintock

Barry Lee Stowe

Michael Andrew Wells

*Independent Non-executive Directors*

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*