

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 AND CONNECTED PERSONS**

This announcement is made in accordance with the requirements of DTR 3.1.4R(1)(a).

Prudential plc was notified on 22 May 2013 that the following transactions in the Company's ordinary shares of 5p and American Depositary Receipts (ADRs) took place on 22 May 2013 in London and New York:

**1. Disposal of ordinary shares of 5p each**

Name	Shares Disposed	Price	% of Issued Share Capital disposed	Total beneficial holding following notification	Total number of conditional share awards held
M Coltman	23,160	£11.9308	0.0009%	94,767 0.0037%	206,607 0.0081%
R Devey	30,000	£11.9308	0.0012%	189,022 0.0074%	445,748 0.0174%
J Foley	120,000	£11.9308	0.0047%	237,962 0.0093%	483,765 0.0189%
M McLintock	300,000	£11.9308	0.0117%	449,847 0.0176%	142,283 0.0056%
N Nicandrou	200,000	£11.9308	0.0078%	299,314 0.0117%	460,412 0.0180%
B Stowe	78,767	£11.9645	0.0031%	See table below	See table below
T Thiam	400,000	£11.9308	0.0156%	881,753 0.0345%	1,243,213 0.0486%

**2. Disposal of American Depositary Receipts (ADRs)**

Name	ADRs Disposed	Price US\$	% of Issued Share Capital disposed	Total beneficial holding in ADRs following notification	Total number of conditional ADRs awards held
B Stowe	88,149	\$35.9911	0.0069%	198,633 0.0155%	249,545 0.0195%
M Wells	200,000	\$36.1403	0.0156%	199,389 0.0156%	580,639 0.0454%

Prudential plc ADRs are issued at a ratio of 1 ADR being equal to 2 Prudential plc ordinary shares of 5p each.

Barry Stowe's beneficial interest in ADRs equates to 397,266 ordinary shares and his conditional ADRs awards equate to 499,090 ordinary shares.

Mike Wells' beneficial interest in ADRs equates to 398,778 ordinary shares and his conditional ADRs awards equate to 1,161,278 ordinary shares.

**Additional Information**

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.

**Date of Notification**

23 May 2013

**Contact**

Jennie Webb, Share Plans Advisor, 0044 (0) 20 7548 2027

Stefan Bort, Assistant Group Secretary, 0044 (0) 20 7548 2115

As at the date of this announcement, the Board of Directors of Prudential plc comprises:

*Chairman*

Paul Victor Falzon Sant Manduca

*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 and Michael Andrew Wells

*Independent Non-executive Directors*

Sir Howard John Davies, Michael William Oliver Garrett, Ann Frances Godbehere FCGA, Alexander Dewar Kerr Johnston CMG FCA, Kaikhushru Shiavax Nargolwala FCA, Philip John Remnant CBE ACA and Lord Andrew Turnbull KCB CVO

\* *For identification purposes*