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**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

21 November 2013

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

Prudential plc was notified on 20 November 2013 that the following transactions in the Company's shares took place on 20 November 2013 in London:

#### Purchase of shares

PDMR	Shares Purchased	Share Price	% of beneficial interest issued Share Capital acquired	Beneficial interest in shares held and % of issued share capital held beneficially
Philip Remnant	2,609 ordinary shares of 5p each	£12.5785	Less than 0.0002%	4,709 ordinary shares of 5p each, less than 0.0002%

#### Disposal of shares

PDMR	Shares Disposed	Share Price	% of beneficial interest issued Share Capital disposed	Beneficial interest in shares held and % of issued share capital held beneficially
Pierre-Olivier Bouee	5,000 ordinary shares of 5p each	£12.61	Less than 0.0002%	43,381 ordinary shares of 5p each, less than 0.002%

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.

#### Name of contact and telephone number for queries:

Jennie Webb, Share Plans Manager, +44 20 7548 2027

#### Name of duly authorised officer of issuer responsible for making notification:

Stefan Bort, Deputy Group Secretary, +44 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, John William Foley, Jacqueline Hunt, Michael George Alexander McLintock, Barry Lee Stowe and Michael Andrew Wells

#### Independent Non-executive Directors

Sir Howard John Davies, Ann Frances Godbehere FCGA, Alexander Dewar Kerr Johnston CMG FCA, Kaikhushru Shiavax Nargolwala FCA, Anthony John Liddell Nightingale CMG, Philip John Remnant CBE ACA, Alice Davey Schroeder and Lord Andrew Turnbull KCB CVO

\* For identification purposes