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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 PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY (PDMRS) AND CONNECTED PERSONS

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

Prudential plc was notified on 16 May 2014 that certain transactions by PDMRs in the Company's ordinary shares of 5p each and ADRs took place on 16 May 2014 in London and New York (details of which are set out below):

Disposal of ordinary shares of 5p each

Name	Beneficial interest in shares before sale	Shares disposed of	Price shares sold at £	% of Issued Share Capital disposed	Total beneficial (and percentage) holding following notification	Number of shares held subject to performance conditions	Total number of shares held (beneficial and subject to performance conditions)
T Thiam	1,064,284	380,000	13.981	0.015%	684,284 (0.027%)	1,198,437	1,882,721
M McLintock	512,275	72,188	13.981	0.003%	440,087 (0.017%)	138,253	578,340
N Nicandrou	402,806	116,106	13.981	0.005%	286,700 (0.011%)	440,303	727,003
M Coltman ¹	143,668	55,000	13.981	0.002%	88,668 (0.003%)	191,824	280,492
J Foley	360,261	140,000	13.981	0.005%	220,261 (0.009%)	486,613	706,874
P Goerke	154,774	62,800	13.981	0.002%	91,974 (0.004%)	296,738	388,712
J Murray	58,036	13,139	13.981	0.001%	44,897 (0.002%)	251,729	296,626

¹ Of these 55,000 shares 50,000 will be disposed of and 5,000 shares will be gifted to charity. As required under DTR 3.1.3(7) the market price on the day of the transaction for the shares gifted to charity was £14.01.

Disposal of ADRs

Name	Beneficial interest in ADRs before sale	ADRs disposed of	Price ADRs sold at \$	% of Issued Share Capital disposed	Total beneficial (and percentage) holding following notification	Number of ADRs subject to performance conditions	Total number of ADRs held (beneficial and subject to performance conditions)
B Stowe	245,392	108,000	46.932	0.008%	137,392 (0.011%)	218,687	356,079
M Wells	368,267	150,000	47.004	0.012%	218,267 (0.017%)	455,468	673,735

Additional Information

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

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.

19 May 2014

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, Pierre-Olivier Marie Georges Bouée, 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 SBS JP, The Hon. Philip John Remnant CBE ACA, Alice Davey Schroeder and Lord Andrew Turnbull KCB CVO

** For identification purposes*