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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

An announcement released by the Company on 30 September 2014 showed the total beneficial holding of American Depositary Receipts (ADRs) in the Company held by Mr Barry Stowe, Executive Director, was 138,920 ADRs (0.01% of the issued share capital) and held by Mr Mike Wells, Executive Director, was 221,768 ADRs (0.02% of the issued share capital).

This announcement should have showed that Mr Stowe had a total beneficial holding of 142,144 ADRs (0.01% of the issued share capital) and Mr Wells had a total beneficial holding of 222,790 ADRs (0.02% of the issued share capital).

The discrepancy arose because dividends were, in error, reinvested in the Company's ADRs, resulting in purchases that increased their holdings as follows:

Mr Stowe

Date of Purchase	Number of ADRs	Net cost per ADR (US\$)
01/06/2007	77	30.18
03/10/2007	19	31.17
03/10/2007	52	32.13
30/05/2008	47	26.47
02/10/2008	30	19.13
02/10/2008	80	19.72
03/06/2009	297	15.33
05/10/2009	133	18.18
08/06/2010	754	15.83
04/10/2010	317	20.57
07/06/2011	769	23.34
03/10/2011	463	17.18
07/06/2012	75	21.12
09/10/2012	30	27.00
05/06/2013	56	33.97
08/10/2013	25	37.90
Total	3,224	

Note: The number of ADRs on each purchase date has been rounded to the nearest whole ADR.

Mr Wells

Date of Purchase	Number of ADRs	Net cost per ADR (US\$)
08/06/2011	650	23.40
04/10/2011	372	18.14
Total	1,022	

Note: The number of ADRs on each purchase date has been rounded to the nearest whole ADR.

Additional information

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

All dealings took place in New York, USA.

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.

Contact

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Date of notification

3 March 2015

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*