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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 PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY OR CONNECTED PERSONS

Prudential plc - Dividend Re-investment Plan

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

Prudential plc (the “Company”) has been advised that, following the payment of the 2014 final dividend of 25.74p on 21 May 2015, several persons discharging managerial responsibility in the Company have increased their interests in the Company.

The following individuals have received ordinary shares of 5p each at a price per share of £16.716, in respect of dividends accruing to deferred share awards held by Sanne Fiduciary Services Limited on their behalf under the Company’s Annual Incentive Plan and Group Deferred Bonus Plan:

Name of PDMR	Number of ordinary shares acquired	Percentage of issued capital acquired	Total beneficial (and percentage) interest following notification	Number of shares subject to performance conditions	Total interest in shares
T Thiam	3,220	0.0001%	635,314 (0.025%)	675,334	1,310,648
P-O Bouée	707	0.00003%	93,571 (0.004%)	249,458	343,029
J Hunt	827	0.00003%	110,608 (0.004%)	328,881	439,489
M McLintock	2,507	0.0001%	209,315 (0.008%)	126,185	335,500
N Nicandrou	1,610	0.00006%	264,149 (0.011%)	359,046	623,195
M Coltman	909	0.00004%	63,301 (0.002%)	149,644	212,945
J Foley	1,685	0.00007%	217,559 (0.008%)	409,988	627,547
J Murray	966	0.00004%	63,998 (0.002%)	196,380	260,378
T Rolfe	201	0.00001%	14,112 (0.001%)	99,617	113,729

The following individuals have received American Depositary Receipts (ADRs), at a price per ADR of US\$52.2801, in respect of dividends accruing to deferred share awards held by Sanne Fiduciary Services Limited on their behalf under the Company’s Annual Incentive Plan:

Name of PDMR	Number of ADRs acquired	Percentage of issued capital acquired	Total beneficial (and percentage) interest following notification	Number of ADRs subject to performance conditions	Total interest in ADRs
B Stowe	753	0.00005%	122,882 (0.001%)	180,015	302,897
M Wells	2,310	0.0002%	231,222 (0.018%)	360,823	592,045

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

The following individual has received ordinary shares of 5p each, at a price per share of £16.5505, in his own name, under the Company's Dividend Re-investment Plan for ordinary shareholders:

Name of PDMR	Number of ordinary shares acquired	Percentage of issued capital acquired	Total beneficial (and percentage) holding following notification
H Davies	131	0.00001%	8,652 (0.003%)

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 27 May 2015

Contact

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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 Bou  , Jacqueline Hunt, Michael George Alexander McLintock,
Barry Lee Stowe and Michael Andrew Wells

Independent Non-executive Directors

Sir Howard John Davies, Ann Frances Godbehere FCPA 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 and Alice Davey Schroeder

** For identification purposes*