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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 OR CONNECTED PERSONS

The Prudential Group Share Incentive Plan

The Prudential Group Share Incentive Plan (the “Plan”) is an HMRC approved share incentive plan available to all eligible employees including persons discharging managerial responsibilities (PDMRs). Each month the Plan Trustee invests participants' contributions in the ordinary shares of the Company at the prevailing market price, which are held in the Plan Trust in accordance with the Plan Rules.

The Company was advised on 8 July 2015 of the following purchases on behalf of:

PDMR	Shares Purchased	Share Price	Total beneficial interest	Number of shares held subject to performance conditions	Total interest in shares (% of issued share capital)
J Hunt	12	£15.035	110,635	328,881	439,516 (0.017%)
M McLintock	12	£15.035	209,342	126,185	335,527 (0.013%)
N Nicandrou	12	£15.035	264,195	359,046	623,241 (0.024%)
J Adams	11	£15.035	11	59,241	59,252 (0.002%)
M Coltman	12	£15.035	63,328	149,644	212,972 (0.008%)
J Foley	12	£15.035	217,586	409,988	627,574 (0.024%)
J Oliver	10	£15.035	14,111	34,624	48,735 (0.002%)
A Porter	13	£15.035	11,786	74,400	86,186 (0.004%)

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.

Contact

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Date of notification

9 July 2015

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

Chairman

Paul Victor Falzon Sant Manduca

Executive Directors

Michael Andrew Wells (*Group Chief Executive*), Nicolaos Andreas Nicandrou ACA,

Jacqueline Hunt, Michael George Alexander McLintock, Barry Lee Stowe and Tony Paul Wilkey

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