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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 INTERESTS OF DIRECTORS / PDMRS AND CONNECTED PERSONS

The Prudential Group Share Incentive Plan (the Plan)

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

The Company has been advised by the Trustee of the Plan that 15 shares were purchased on 8 March 2013 at 1014.98 pence per share and allocated to Mr N A Nicandrou, an Executive Director of the Company. Following this acquisition, Mr Nicandrou held 896,944 ordinary shares in Prudential plc, representing less than 0.04% of the issued share capital.

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

11 March 2013

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, Robert Alan Devey, John William Foley, Michael George Alexander McLintock, Barry Lee Stowe and Michael Andrew Wells

Independent Non-executive Directors

Keki Bomi Dadiseth FCA, Sir Howard John Davies, Michael William Oliver Garrett, Ann Frances Godbehere FCGA, Alexander Dewar Kerr Johnston CMG FCA, Kaikhushru Shiavax Nargolwala FCA, Philip John Remnant CBE ACA and Lord Andrew Turnbull KCB CVO

* *For identification purposes*