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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 DIRECTORS/PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY AND CONNECTED PERSONS

10 May 2013

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

Prudential plc has been notified of the following transactions in the Company's shares:

1. Purchase of shares by a Director

Kai Nargolwala has advised that on 9 May 2013 he purchased 34,000 Prudential ordinary shares at an average share price of £11.719948.

Following the purchase Mr Nargolwala has a beneficial interest in 50,000 Prudential ordinary shares representing approximately 0.002% of the issued share capital.

2. Charitable gift of shares by a Director

Barry L Stowe has advised that on 8 May 2013 he made a gift of 16,538 Prudential ordinary shares to two charities. The ordinary shares were owned beneficially and transferred at a value of £11.66 per ordinary share on the date of transfer. The total value of the transaction is £192,833.08.

Following the gift Mr Stowe has a beneficial interest in 652,331 Prudential ordinary shares representing approximately 0.03% of the issued share capital.

Part of Mr Stowe's beneficial interest in shares is made up of 286,782 ADRs (representing 573,564 ordinary shares) and 78,767 ordinary shares.

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

3. Charitable gift of shares by a PDMR

Margaret A Coltman has advised that on 8 May 2013 she made a gift of 5,000 Prudential ordinary shares to a charity. The ordinary shares were owned beneficially and transferred at a value of £11.66 per ordinary share on the date of transfer. The total value of the transaction is £58,300.

Following the gift Mrs Coltman has a beneficial interest in 117,927 Prudential ordinary shares representing approximately 0.005% 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.

Enquiries:

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

Independent Non-executive Directors

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*