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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 (PDMRS) AND CONNECTED PERSONS

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

Prudential plc was notified on 8 May 2015 that certain transactions by PDMRs in the Company's ordinary shares of 5p each and ADRs took place on 7 May 2015 in London and New York (details of which are set out below):

Disposal of ordinary shares of 5p each

Name	Beneficial interest in shares before sale	Shares disposed of	Price shares sold at £	Total beneficial interest (and percentage) following notification	Number of shares subject to performance conditions	Total interest in shares
T Thiam	991,877	359,794	15.9596	632,083 (0.025%)	675,344	1,307,427
P-O Bouée	126,079	33,226	15.9596	92,853 (0.004%)	249,458	342,311
J Hunt	162,770	53,000	15.9596	109,770 (0.004%)	328,881	438,651
M McLintock	506,797	300,000	15.9596	206,797 (0.008%)	126,185	332,982
N Nicandrou	402,528	140,000	15.9596	262,528 (0.010%)	359,046	621,574
M Coltman	142,381	80,000	15.9596	62,381 (0.002%)	149,644	212,025
J Foley	356,447	140,584	15.9596	215,863 (0.008%)	409,988	625,851
J Murray	128,266	65,245	15.9596	63,021 (0.002%)	196,380	259,401
T Rolfe	36,025	22,114	15.9596	13,911 (0.001%)	99,617	113,528

Disposal of ADRs

Name	Beneficial interest in ADRs before sale	ADRs disposed of	ADRs gifted to a charity	Price ADRs sold at \$	Total beneficial interest (and percentage) following notification	Number of ADRs subject to performance conditions	Total interest in ADRs
B Stowe	192,508	64,279	6,100	48.62	122,129 (0.009%)	180,015	302,144
M Wells	384,265	134,866	20,487 ¹	48.53	228,912 (0.018%)	360,823	589,735

¹ The 20,487 ADRs have been transferred to a charitable trust and will be sold shortly after transfer of legal title. The subsequent sale will be announced to the market on completion.

Purchase of ADRs

Prudential plc was notified on 7 May 2015 that a transaction by a PDMR in the Company's ADRs took place on 7 May 2015 in New York (details of which are set out below):

Name	Beneficial interest in ADRs before purchase	ADRs purchased	Price ADRs purchased at \$	Total beneficial (and percentage) holding following notification
A Schroder	1,250	3,000	48.58	4,250 (0.001%)

Additional Information

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

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.

8 May 2015

Name of contact and telephone number for queries:

Jennie Webb, Share Plans Manager, +44 20 7548 2027

Name of duly authorised officer of issuer responsible for making notification:

Stefan Bort, Deputy Group Secretary, +44 20 7548 2115

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, Alice Davey Schroeder and Lord Andrew Turnbull KCB CVO

* For identification purposes