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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 - SIP Dividend Re-investment

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 £16.19 in the name of the Prudential Group Share Incentive Plan under the dividend re-investment associated with that plan operated by Yorkshire Building Society on behalf of the Company:

Name of PDMR	Number of ordinary shares acquired	Total beneficial (and percentage) interest following notification	Number of shares subject to performance conditions	Total interest in shares
T Thiam	2	635,316 (0.025%)	675,334	1,310,650
P-O Bouée	2	93,573 (0.004%)	249,458	343,031
J Hunt	3	110,611 (0.004%)	328,881	439,492
M McLintock	2	209,317 (0.008%)	126,185	335,502
N Nicandrou	21	264,170 (0.011%)	359,046	623,216
M Coltman	2	63,303 (0.002%)	149,644	212,947
J Foley	2	217,561 (0.008%)	409,988	627,549
J Murray	2	64,000 (0.002%)	196,380	260,380

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 29 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  e, 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*