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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

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 10 August 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	13	£15.065	110,648	328,881	439,529 (0.017%)
M McLintock	13	£15.065	209,355	126,185	335,540 (0.013%)
N Nicandrou	13	£15.065	264,208	359,046	623,254 (0.024%)
J Adams	12	£15.065	23	59,241	59,264 (0.002%)
M Coltman	13	£15.065	63,341	149,644	212,985 (0.008%)
J Foley	13	£15.065	217,599	409,988	627,587 (0.024%)
J Oliver	11	£15.065	14,122	34,624	48,746 (0.002%)
A Porter	12	£15.065	11,798	74,400	86,198 (0.003%)

The Prudential Corporation Asia All Employee Share Purchase Plan

The Prudential Corporation Asia All Employee Share Purchase Plan (the “Plan”) is a share purchase plan available to all eligible employees in the region. Every month the participants' contributions are used to purchase ordinary shares of the Company at the prevailing market price, which are held in the Plan in accordance with the rule of the Plan.

The Company was advised on 10 August 2015 of the following purchase 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)
T Wilkey	46	£15.01	152,607	393,950	546,557 (0.021%)

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 August 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*