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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 PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY (PDMRS) AND CONNECTED PERSONS

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

The Company made the following award to a PDMR under the Prudential Long Term Incentive Plan (PLTIP) on 14 August 2015.

Under the PLTIP the Remuneration Committee can make conditional share awards over ordinary shares of 5p and American Depository Receipts (ADRs) to executives. The awards made will only be released on 14 August 2018 subject to the achievement of performance criteria. As set out in detail in the 2014 Directors' Remuneration Report, awards will only be released in full if stretching performance targets in respect of Total Shareholder Return and IFRS Operating Profit are met.

Details of the PLTIP award are shown in the table below.

The following award of ordinary shares of 5p in the Company has been made at a market price of £15.54:

Name	Total number of conditional shares held before award	Number of conditional shares awarded	Total number of conditional shares held following award	Total beneficial interest	Total interest in shares (% of issued share capital)
A Porter	74,400	15,544	89,944	11,798	101,742 (0.004%)

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

17 August 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

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