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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 - Dividend Re-investment Plan

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 2015 interim dividend of 12.31p on 24 September 2015, several persons discharging managerial responsibility in the Company have increased their interests in the Company.

The following individuals have received American Depositary Receipts (ADRs), at a price per ADR of US\$41.65725, in respect of dividends accruing to deferred share awards held by Sanne Fiduciary Services Limited on their behalf under the Company’s Annual Incentive Plan:

Name of PDMR	Number of ADRs acquired	Total beneficial interest following notification	Number of ADRs subject to performance conditions	Total interest in ADRs
M Wells	1,372	232,594	375,889	608,483
B Stowe	446	123,328	180,015	303,343

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

The following individuals have received ordinary shares of 5p each at a price per share of £13.7675, in respect of dividends accruing to deferred share awards held by Sanne Fiduciary Services Limited on their behalf under the Company’s Annual Incentive Plan and Group Deferred Bonus Plans:

Name of PDMR	Number of ordinary shares acquired	Total beneficial interest following notification	Number of shares subject to performance conditions	Total interest in shares
J Hunt	487	111,148	328,881	440,029
P James	127	14,500	79,808	94,308
M McLintock	1,477	210,846	126,185	337,031
N Nicandrou	949	265,169	359,046	624,215
T Wilkey	1,007	189,589	358,024	547,613
M Coltman	638	75,612	149,644	225,256
J Foley	993	218,606	409,988	628,594
J Oliver	48	14,181	34,624	48,805
A Porter	100	11,912	89,944	101,856
T Rolfe	118	14,230	99,617	113,847

The following individual has received ordinary shares of 5p each, at a price per share of £13.6312, in his own name, under the Company's Dividend Re-investment Plan for ordinary shareholders:

Name of PDMR	Number of ordinary shares acquired	Total beneficial holding following notification
H Davies	78	8,730

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

28 September 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, Penelope Jane James ACA, Jacqueline Hunt, Michael George Alexander McLintock, Barry Lee Stowe and Tony Paul Wilkey

Non-executive Director

David John Alexander Law ACA

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 Jonathan Adair Turner

* For identification purposes