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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

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.

Prudential Group Share Incentive Plan - Dividend Re-investment

The following individuals have received ordinary shares of 5p each at a price per share of £13.42 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 interest following notification | Number of shares subject to performance conditions | Total interest in shares |
|--------------|------------------------------------|--|--|--------------------------|
| J Hunt | 3 | 111,151 | 328,881 | 440,032 |
| M McLintock | 2 | 210,848 | 126,185 | 337,033 |
| N Nicandrou | 12 | 265,181 | 359,046 | 624,227 |
| J Foley | 2 | 218,608 | 409,988 | 628,596 |
| J Oliver | 5 | 14,186 | 34,624 | 48,810 |
| A Porter | 4 | 11,916 | 89,944 | 101,860 |

The Prudential Corporation Asia All Employee Share Purchase Plan – Dividend Re-investment

The following individual has received ordinary shares of 5p each at a price per share of £13.46 in the name of the Prudential Corporation Asia All Employee Share Purchase Plan under the dividend re-investment associated with that plan:

| Name of PDMR | Number of ordinary shares acquired | Total beneficial interest following notification | Number of shares subject to performance conditions | Total interest in shares |
|--------------|------------------------------------|--|--|--------------------------|
| T Wilkey | 3 | 189,592 | 358,024 | 547,616 |

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

5 October 2015

Contact

Jennie Webb, Share Plans Manager, +44 (0)20 7548 2027
Stefan Bort, Deputy Group Secretary, +44 (0)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

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*