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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 DIRECTORS/PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY AND CONNECTED PERSONS

9 May 2013

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

Prudential plc was notified on 8 May 2013 that the following transactions in the Company's shares took place on 8 May 2013 in London:

1. Disposal of shares

PDMR	Shares Disposed	Share Price	% of Issued Share Capital disposed	Total holding following notification and total percentage holding following notification
Rob Devey	186,064 ordinary shares of 5p each	£11.64	Less than 0.008%	219,022 ordinary shares of 5p each, Less than 0.009%

Mr Devey has also notified the Company that the arrangement entered into on 4 April 2013 whereby security over 154,746 Prudential ordinary shares held by his wife Harriet Varley, a connected person, granted in favour of Bank of Scotland plc as security against a personal loan will be removed following settlement of the above sale.

2. The Prudential Group Share Incentive Plan (the Plan) – monthly purchase of shares

The Prudential Share Incentive Plan is an HMRC approved share incentive plan available to all eligible employees including Executive Directors and persons discharging managerial responsibilities. Each month the Plan Trustee invests participants' contributions in the ordinary shares of Prudential plc at the prevailing market price, which are held in the Prudential Group Share Incentive Plan Trust in accordance with the Plan Rules.

The Company has been advised by the Trustee of the Plan that 13 shares were purchased on 8 May 2013 at £11.72 per share and allocated to Mr N A Nicandrou, an Executive Director of the Company. Following this acquisition, Mr Nicandrou has a beneficial interest in 499,314 ordinary shares in Prudential plc, representing less than 0.02% of the issued share capital.

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.

Name of contact and telephone number for queries:

Jennie Webb, Share Plans Advisor, +44 20 7548 2027

Name of duly authorised officer of issuer responsible for making notification:

Stefan Bort, Assistant Group Secretary, +44 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

Cheick Tidjane Thiam (*Group Chief Executive*), Nicolaos Andreas Nicandrou ACA, Robert Alan Devey, John William Foley, Michael George Alexander McLintock, Barry Lee Stowe and Michael Andrew Wells

Independent Non-executive Directors

Sir Howard John Davies, Michael William Oliver Garrett, Ann Frances Godbehere FCGA, Alexander Dewar Kerr Johnston CMG FCA, Kaikhushru Shiavax Nargolwala FCA, Philip John Remnant CBE ACA and Lord Andrew Turnbull KCB CVO

* *For identification purposes*