

Form

Unknown document format

ew Roman" SIZE="2">**NOTIFICATION OF TRANSACTIONS OF DIRECTORS / PERSONS
DISCHARGING MANAGERIAL RESPONSIBILITY OR CONNECTED PERSONS**

1. Name of the *issuer*

Prudential plc

2. State whether the notification relates to (i) a transaction notified in accordance with *DTR* 3.1.2R; (ii) a disclosure made in accordance with LR 9.8.6R(1); or (iii) a disclosure made in accordance with section 793 of the Companies Act (2006)

(i)

3. Name of *person discharging managerial responsibilities/director*

N A Nicandrou

4. State whether notification relates to a *person* connected with a *person discharging managerial responsibilities/director* named in 3 and identify the *connected person*

Relates to person named in 3 above

5. Indicate whether the notification is in respect of a holding of the *person* referred to in 3 or 4 above or in respect of a non-beneficial interest

Relates to person named in 3 above

6. Description of *shares* (including *class*), debentures or derivatives or financial instruments relating to *shares*

Ordinary shares of 5p each

7. Name of registered shareholder(s) and, if more than one, the number of *shares* held by each of them

Prudential Group Share Incentive Plan Trust (the Trust)

8. State the nature of the transaction

A purchase was made on 8 November 2012 of ordinary shares in the Company by Yorkshire Building Society (the Trustee of the Trust) at a price of £8.55 per share for the purpose of satisfying the purchase of ordinary shares on behalf of eligible employees (including executive directors and persons discharging managerial responsibility) who have elected to join the Prudential Group Share Incentive Plan (the Plan). The Plan has been approved by the Inland Revenue as a share incentive plan under the Income Tax (Earnings and Pensions) Act 2003.

The number of ordinary shares purchased on this date on behalf of the executive director participating in the Plan is set out in Section 9 below:

Edgar Filing: - Form

9. Number of *shares*, debentures or financial instruments relating to *shares* acquired
N A Nicandrou 18 ordinary shares

10. Percentage of issued *class* acquired (*treasury shares* of that *class* should not be taken into account when calculating percentage)
N A Nicandrou less than 0.000001%

Edgar Filing: - Form

11. Number of *shares*, debentures or financial instruments relating to *shares* disposed
N/A

12. Percentage of issued *class* disposed (*treasury shares* of that *class* should not be taken into account when calculating percentage)
N/A

13. Price per *share* or value of transaction
£8.55

14. Date and place of transaction
8 November 2012, London

15. Total holding following notification and total percentage holding following notification (any *treasury shares* should not be taken into account when calculating percentage)
N A Nicandrou 896,877 ordinary shares, less than 0.04%

16. Date issuer informed of transaction
8 November 2012

If a person discharging managerial responsibilities has been granted options by the issuer complete the following boxes

17. Date of grant
N/A

18. Period during which or date on which it can be exercised
N/A

19. Total amount paid (if any) for grant of the option
N/A

20. Description of *shares* or debentures involved (*class* and number)
N/A

21. Exercise price (if fixed at time of grant) or indication that price is to be fixed at the time of exercise

Edgar Filing: - Form

N/A

22. Total number of *shares* or debentures over which options held following notification
N/A

23. Any additional information
N/A

24. Name of contact and telephone number for queries
Natalie Chung, Group Secretariat, 020 3480 5585

Edgar Filing: - Form

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

Sandra Odell, Assistant Group Secretary, 020 7548 2115

Date of notification

9 November 2012

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

Notes: This form is intended for use by an *issuer* to make an *RIS* notification required by *DR 3.3*.

- (1) An *issuer* making a notification in respect of a transaction relating to the *shares* or debentures of the *issuer* should complete boxes 1 to 16, 23 and 24.
- (2) An *issuer* making a notification in respect of a derivative relating the *shares* of the *issuer* should complete boxes 1 to 4, 6, 8,13, 14, 16, 23 and 24.
- (3) An *issuer* making a notification in respect of options granted to a *director/person discharging managerial responsibilities* should complete boxes 1 to 3 and 17 to 24.
- (4) An *issuer* making a notification in respect of a *financial instrument* relating to the *shares* of the *issuer* (other than a debenture) should complete boxes 1 to 4, 6, 8, 9, 11, 13, 14, 16, 23 and 24.

END