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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

#### The Prudential Group Share Incentive Plan

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

The Company was advised on 8 May 2015 of the following purchases on behalf of:

PDMR	Shares Purchased	Share Price	Total holding and total percentage holding following notification
T Thiam	11	£16.285	632,094 (0.025%)
P-O Bouée	11	£16.285	92,864 (0.004%)
J Hunt	11	£16.285	109,781 (0.004%)
M McLintock	11	£16.285	206,808 (0.008%)
N Nicandrou	11	£16.285	262,539 (0.010%)
M Coltman	11	£16.285	62,392 (0.002%)
J Foley	11	£16.285	215,874 (0.008%)
J Murray	11	£16.285	63,032 (0.002%)

#### 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.

#### Contact

Angela Zeng, Company Secretarial Assistant, +44 (0)20 7548 3943

Stefan Bort, Deputy Group Secretary, +44 (0)20 7548 2115

#### Date of notification

11 May 2015

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, Pierre-Olivier Marie Georges Bouée, Jacqueline Hunt, Michael George Alexander McLintock, Barry Lee Stowe and Michael Andrew Wells

#### 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 Andrew Turnbull KCB CVO

\* For identification purposes