

Hong Kong Exchanges and Clearing Limited, The Stock Exchange of Hong Kong Limited and the Singapore Exchange Securities Trading Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss however arising from or in reliance upon the whole or any part of the contents of this announcement.



(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 an 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 9 November 2015 of the following purchases on behalf of:

PDMR	Shares Purchased	Share Price	Total beneficial interest	Number of shares held subject to performance conditions	Total interest in shares
M Wells <sup>1</sup>	12	£15.611	465,273	751,778	1,217,051
M McLintock	11	£15.611	210,871	126,185	337,056
N Nicandrou	12	£15.611	265,206	359,046	624,252
J Adams	12	£15.611	62	59,241	59,303
J Foley	11	£15.611	218,631	409,988	628,619
J Oliver	10	£15.611	14,206	34,624	48,830
A Porter	12	£15.611	11,941	89,944	101,885

<sup>1</sup> Mike Wells beneficial interests are made up of 85 ordinary shares held in the SIP and 232,594 ADRs (shown in the above table as ordinary shares.) Prudential plc ADRs are issued at a ratio of 1 ADR being equal to 2 Prudential plc ordinary shares of 5p each.

#### 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

Jennie Webb, Share plans Manager, +44 (0)20 7548 2027  
Stefan Bort, Deputy Group Secretary, +44 (0)20 7548 2115

#### Date of notification

10 November 2015

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, 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*