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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 (PDMRS) AND CONNECTED PERSONS**

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

Purchase of ordinary shares of 5p each

Prudential plc (the “Company”) was notified on 10 March 2016 that a transaction by a PDMR in the Company’s ordinary shares of 5p each took place on that day in London (details of which are set out below):

Name	Beneficial interest in shares before purchase	Shares purchased	Price shares purchased at (£)	Total beneficial holding following notification
Kai Nargolwala	50,000	20,000	13.4251	70,000

Exercise of Options under the UK Savings Related Share Option Plan

The Company has been advised by Yorkshire Building Society, the Scheme administrator, that on 10 March 2016 the following transaction took place:

Name	Number of options exercised	Exercise price	Total beneficial interest following exercise	Number of shares held subject to performance conditions	Total interest in shares
Penny James	858	£6.286667	15,358	79,808	95,166

**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**

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**Date of notification**

10 March 2016

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, John William Foley, 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*