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(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 May 2016 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>	15	£13.165	532,208	1,084,648	1,616,856
J Foley	15	£13.165	264,442	554,328	818,770
M McLintock	15	£13.165	195,257	126,185	321,442
N Nicandrou	14	£13.165	283,297	495,882	779,179
J Adams	14	£13.165	25,511	144,845	170,356
R Hariharan	13	£13.165	14,587	119,059	133,646
J Oliver	11	£13.165	17,523	62,644	80,167
A Porter	14	£13.165	24,562	158,458	183,020

<sup>[1]</sup> Mike Wells’ beneficial interests are made up of 103,380 ordinary shares and 214,414 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

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#### Date of notification

10 May 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*