



PRUDENTIAL UK APPOINTS SIMON ALLEN AS CHIEF OPERATIONS OFFICER

Prudential UK announces today the appointment of Simon Allen to its Executive Committee as Chief Operations Officer. Simon, who was previously Chief Executive Officer at Hometrack Data Services, will play a pivotal role in helping to develop and deliver Prudential UK's strategy in the UK life and pensions market.

Nick Prettejohn, Chief Executive of Prudential UK and Europe, said: "We have a unique set of assets and proven capabilities within our retail and wholesale businesses and we are clearly focused on the market for retirement savings and income. Simon brings with him a wealth of experience across both business-to-business and business-to-consumer organisations and he will work with our strong team across the UK business to build on these core strengths. Simon will be a valuable addition to our Executive team".

Simon Allen has a strong career record in sales, consulting, venture capital, IT and operations. His most recent role was as Chief Executive Officer for Hometrack Data Services, the housing intelligence group and prior to this, he worked for Capital One Bank for six years including as Vice President (International Operations) and CIO. He previously held senior positions with First Data Resource (the UK subsidiary of First Data Corporation, Europe's largest processor of credit, debit and charge cards), GMM Investors (a private equity fund in Boston), Trans National Group (specialises in affinity marketing of financial services, travel and fixed land lines in Boston) and Bain & Company.

Simon Allen added: "I am delighted to be joining Prudential UK at such an exciting time in its development and growth. The business has many key competitive strengths and advantages and I am looking forward to helping deliver and implement its focused strategy in the retirement market".

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