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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 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 8 October 2015 of the following purchases on behalf of:

<b>PDMR</b>	<b>Shares Purchased</b>	<b>Share Price</b>	<b>Total beneficial interest</b>	<b>Number of shares held subject to performance conditions</b>	<b>Total interest in shares</b>
M Wells <sup>1</sup>	73	£15.22	465,261	751,778	1,217,039
J Hunt	13	£15.22	111,164	328,881	440,045
M McLintock	12	£15.22	210,860	126,185	337,045
N Nicandrou	13	£15.22	265,194	359,046	624,240
J Adams	13	£15.22	50	59,241	59,291
J Foley	12	£15.22	218,620	409,988	628,608
J Oliver	10	£15.22	14,196	34,624	48,820
A Porter	13	£15.22	11,929	89,944	101,873

<sup>1</sup> Mike Wells beneficial interests are made up of 73 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

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#### Date of notification

9 October 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, Jacqueline Hunt, 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*