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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 8 June 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>	13	£13.085	541,334	811,178	1,352,512
J Foley	14	£13.085	248,544	422,480	671,024
N Nicandrou	15	£13.085	303,045	373,328	676,373
J Adams	15	£13.085	26,242	144,845	171,087
R Hariharan	15	£13.085	13,845	97,655	111,500
J Oliver	13	£13.085	23,085	53,579	76,664
A Porter	15	£13.085	25,223	132,521	157,744

<sup>[1]</sup> Mike Wells’ beneficial interests are made up of 106,298 ordinary shares and 217,518 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 June 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, Anne Helen Richards, 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, Kaikhushru Shiavax Nargolwala FCA, Anthony John Liddell Nightingale CMG SBS JP, The Hon. Philip John Remnant CBE ACA, Alice Davey Schroeder and Jonathan Adair Lord Turner

\* *For identification purposes*