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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 AND PUBLIC DISCLOSURE OF TRANSACTIONS BY
PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES
AND PERSONS CLOSELY ASSOCIATED WITH THEM**

| 1 | Details of the person discharging managerial responsibilities / person closely associated | | | | | | | | | | |
|----------|--|---|--|----------|-----------|-----|-----------|---|------|-----------|-------|
| a) | Name | Michael Wells | | | | | | | | | |
| 2 | Reason for the notification | | | | | | | | | | |
| a) | Position/status | Group Chief Executive (PDMR) | | | | | | | | | |
| b) | Initial notification /Amendment | Initial notification | | | | | | | | | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | | | | | | |
| a) | Name | Prudential plc | | | | | | | | | |
| b) | LEI | 5493001Z3ZE83NGK8Y12 | | | | | | | | | |
| 4 | Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted | | | | | | | | | | |
| a) | Description of the financial instrument, type of instrument | Ordinary shares of 5 pence each | | | | | | | | | |
| | Identification code | GB0007099541 | | | | | | | | | |
| b) | Nature of the transaction(s) | (i) Acquisition of shares under the dividend re-investment associated with the Prudential Group Share Incentive Plan (ii) Acquisition of shares in respect of dividends accruing to deferred share awards under the Prudential Annual Incentive Plan | | | | | | | | | |
| c) | Price(s) and volume(s) | <table border="1"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>(i)</td> <td>GBP 14.22</td> <td>2</td> </tr> <tr> <td>(ii)</td> <td>GBP 13.72</td> <td>1,000</td> </tr> </tbody> </table> | | Price(s) | Volume(s) | (i) | GBP 14.22 | 2 | (ii) | GBP 13.72 | 1,000 |
| | Price(s) | Volume(s) | | | | | | | | | |
| (i) | GBP 14.22 | 2 | | | | | | | | | |
| (ii) | GBP 13.72 | 1,000 | | | | | | | | | |

| | | |
|----|--|-----------------------|
| d) | Aggregated information - Aggregated volume - Price | 1,002 GBP 13.97 |
| e) | Date of the transaction(s) | 2016-10-04 |
| f) | Place of the transaction(s) | London Stock Exchange |

| 1 | Details of the person discharging managerial responsibilities / person closely associated | | | | | |
|-----------|--|--|----------|-----------|-----------|-------|
| a) | Name | Michael Wells | | | | |
| 2 | Reason for the notification | | | | | |
| a) | Position/status | Group Chief Executive (PDMR) | | | | |
| b) | Initial notification /Amendment | Initial notification | | | | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | |
| a) | Name | Prudential plc | | | | |
| b) | LEI | 5493001Z3ZE83NGK8Y12 | | | | |
| 4 | Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted | | | | | |
| a) | Description of the financial instrument, type of instrument Identification code | American Depositary Receipt (“ADR”) GB0007099541 | | | | |
| b) | Nature of the transaction(s) | Acquisition of ADRs in respect of dividends accruing to deferred share awards under the Prudential Annual Incentive Plan | | | | |
| c) | Price(s) and volume(s) | <table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>USD 35.94</td> <td>1,058</td> </tr> </tbody> </table> | Price(s) | Volume(s) | USD 35.94 | 1,058 |
| Price(s) | Volume(s) | | | | | |
| USD 35.94 | 1,058 | | | | | |
| d) | Aggregated information - Aggregated volume - Price | 1,058 USD 35.94 | | | | |
| e) | Date of the transaction(s) | 2016-10-04 | | | | |
| f) | Place of the transaction(s) | New York Stock Exchange | | | | |

| 1 | Details of the person discharging managerial responsibilities / person closely associated | | | | | | | | | | |
|----------|--|---|--|----------|-----------|-----|-----------|----|------|-----------|-----|
| a) | Name | Nicolaos Nicandrou | | | | | | | | | |
| 2 | Reason for the notification | | | | | | | | | | |
| a) | Position/status | Chief Financial Officer (PDMR) | | | | | | | | | |
| b) | Initial notification /Amendment | Initial notification | | | | | | | | | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | | | | | | |
| a) | Name | Prudential plc | | | | | | | | | |
| b) | LEI | 5493001Z3ZE83NGK8Y12 | | | | | | | | | |
| 4 | Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted | | | | | | | | | | |
| a) | Description of the financial instrument, type of instrument | Ordinary shares of 5 pence each | | | | | | | | | |
| | Identification code | GB0007099541 | | | | | | | | | |
| b) | Nature of the transaction(s) | (i) Acquisition of shares under the dividend re-investment associated with the Prudential Group Share Incentive Plan (ii) Acquisition of shares in respect of dividends accruing to deferred share awards under the Prudential Annual Incentive Plan | | | | | | | | | |
| c) | Price(s) and volume(s) | <table border="1"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>(i)</td> <td>GBP 14.22</td> <td>14</td> </tr> <tr> <td>(ii)</td> <td>GBP 13.72</td> <td>999</td> </tr> </tbody> </table> | | Price(s) | Volume(s) | (i) | GBP 14.22 | 14 | (ii) | GBP 13.72 | 999 |
| | Price(s) | Volume(s) | | | | | | | | | |
| (i) | GBP 14.22 | 14 | | | | | | | | | |
| (ii) | GBP 13.72 | 999 | | | | | | | | | |
| d) | Aggregated information - Aggregated volume - Price | 1,013 GBP 13.97 | | | | | | | | | |
| e) | Date of the transaction(s) | 2016-10-04 | | | | | | | | | |
| f) | Place of the transaction(s) | London Stock Exchange | | | | | | | | | |

| 1 | Details of the person discharging managerial responsibilities / person closely associated | | | | | | | | | | |
|----------|--|---|--|----------|-----------|-----|-----------|---|------|-----------|-------|
| a) | Name | John Foley | | | | | | | | | |
| 2 | Reason for the notification | | | | | | | | | | |
| a) | Position/status | Executive Director (PDMR) | | | | | | | | | |
| b) | Initial notification /Amendment | Initial notification | | | | | | | | | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | | | | | | |
| a) | Name | Prudential plc | | | | | | | | | |
| b) | LEI | 5493001Z3ZE83NGK8Y12 | | | | | | | | | |
| 4 | Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted | | | | | | | | | | |
| a) | Description of the financial instrument, type of instrument | Ordinary shares of 5 pence each | | | | | | | | | |
| | Identification code | GB0007099541 | | | | | | | | | |
| b) | Nature of the transaction(s) | (i) Acquisition of shares under the dividend re-investment associated with the Prudential Group Share Incentive Plan (ii) Acquisition of shares in respect of dividends accruing to deferred share awards under the Prudential Annual Incentive Plan | | | | | | | | | |
| c) | Price(s) and volume(s) | <table border="1"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>(i)</td> <td>GBP 14.22</td> <td>3</td> </tr> <tr> <td>(ii)</td> <td>GBP 13.72</td> <td>1,337</td> </tr> </tbody> </table> | | Price(s) | Volume(s) | (i) | GBP 14.22 | 3 | (ii) | GBP 13.72 | 1,337 |
| | Price(s) | Volume(s) | | | | | | | | | |
| (i) | GBP 14.22 | 3 | | | | | | | | | |
| (ii) | GBP 13.72 | 1,337 | | | | | | | | | |
| d) | Aggregated information - Aggregated volume - Price | 1,340 GBP 13.97 | | | | | | | | | |
| e) | Date of the transaction(s) | 2016-10-04 | | | | | | | | | |
| f) | Place of the transaction(s) | London Stock Exchange | | | | | | | | | |

| 1 | Details of the person discharging managerial responsibilities / person closely associated | | | | | |
|-----------|--|--|----------|-----------|-----------|-----|
| a) | Name | Penny James | | | | |
| 2 | Reason for the notification | | | | | |
| a) | Position/status | Group Chief Risk Officer (PDMR) | | | | |
| b) | Initial notification /Amendment | Initial notification | | | | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | |
| a) | Name | Prudential plc | | | | |
| b) | LEI | 5493001Z3ZE83NGK8Y12 | | | | |
| 4 | Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted | | | | | |
| a) | Description of the financial instrument, type of instrument | Ordinary shares of 5 pence each | | | | |
| | Identification code | GB0007099541 | | | | |
| b) | Nature of the transaction(s) | Acquisition of shares in respect of dividends accruing to deferred share awards under the Prudential Annual Incentive Plan and the Group Deferred Bonus Plan | | | | |
| c) | Price(s) and volume(s) | <table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>GBP 13.72</td> <td>213</td> </tr> </tbody> </table> | Price(s) | Volume(s) | GBP 13.72 | 213 |
| Price(s) | Volume(s) | | | | | |
| GBP 13.72 | 213 | | | | | |
| d) | Aggregated information - Aggregated volume - Price | 213 GBP 13.72 | | | | |
| e) | Date of the transaction(s) | 2016-10-04 | | | | |
| f) | Place of the transaction(s) | London Stock Exchange | | | | |

| 1 | Details of the person discharging managerial responsibilities / person closely associated | | | | | |
|-----------|--|--|----------|-----------|-----------|-----|
| a) | Name | Barry Stowe | | | | |
| 2 | Reason for the notification | | | | | |
| a) | Position/status | Executive Director (PDMR) | | | | |
| b) | Initial notification /Amendment | Initial notification | | | | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | |
| a) | Name | Prudential plc | | | | |
| b) | LEI | 5493001Z3ZE83NGK8Y12 | | | | |
| 4 | Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted | | | | | |
| a) | Description of the financial instrument, type of instrument | American Depositary Receipt (“ADR”) | | | | |
| | Identification code | GB0007099541 | | | | |
| b) | Nature of the transaction(s) | Acquisition of ADRs in respect of dividends accruing to deferred share awards under the Prudential Annual Incentive Plan | | | | |
| c) | Price(s) and volume(s) | <table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>USD 35.94</td> <td>801</td> </tr> </tbody> </table> | Price(s) | Volume(s) | USD 35.94 | 801 |
| Price(s) | Volume(s) | | | | | |
| USD 35.94 | 801 | | | | | |
| d) | Aggregated information - Aggregated volume - Price | 801 USD 35.94 | | | | |
| e) | Date of the transaction(s) | 2016-10-04 | | | | |
| f) | Place of the transaction(s) | New York Stock Exchange | | | | |

| 1 | Details of the person discharging managerial responsibilities / person closely associated | | | | | | | | | | |
|----------|--|--|--|----------|-----------|-----|-----------|---|------|-----------|-----|
| a) | Name | Tony Wilkey | | | | | | | | | |
| 2 | Reason for the notification | | | | | | | | | | |
| a) | Position/status | Executive Director (PDMR) | | | | | | | | | |
| b) | Initial notification /Amendment | Initial notification | | | | | | | | | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | | | | | | |
| a) | Name | Prudential plc | | | | | | | | | |
| b) | LEI | 5493001Z3ZE83NGK8Y12 | | | | | | | | | |
| 4 | Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted | | | | | | | | | | |
| a) | Description of the financial instrument, type of instrument | Ordinary shares of 5 pence each | | | | | | | | | |
| | Identification code | GB0007099541 | | | | | | | | | |
| b) | Nature of the transaction(s) | (i) Acquisition of shares under the dividend re-investment associated with the Prudential Corporation Asia All Employee Share Purchase Plan (ii) Acquisition of shares in respect of dividends accruing to deferred share awards under the Prudential Annual Incentive Plan and the PCA Deferred Bonus Plan | | | | | | | | | |
| c) | Price(s) and volume(s) | <table border="1"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>(i)</td> <td>GBP 13.86</td> <td>5</td> </tr> <tr> <td>(ii)</td> <td>GBP 13.72</td> <td>925</td> </tr> </tbody> </table> | | Price(s) | Volume(s) | (i) | GBP 13.86 | 5 | (ii) | GBP 13.72 | 925 |
| | Price(s) | Volume(s) | | | | | | | | | |
| (i) | GBP 13.86 | 5 | | | | | | | | | |
| (ii) | GBP 13.72 | 925 | | | | | | | | | |
| d) | Aggregated information - Aggregated volume - Price | 930 GBP 13.79 | | | | | | | | | |
| e) | Date of the transaction(s) | 2016-10-04 | | | | | | | | | |
| f) | Place of the transaction(s) | London Stock Exchange | | | | | | | | | |

| 1 | Details of the person discharging managerial responsibilities / person closely associated | | | | | |
|-----------|--|--|----------|-----------|-----------|-----|
| a) | Name | Tony Wilkey | | | | |
| 2 | Reason for the notification | | | | | |
| a) | Position/status | Executive Director (PDMR) | | | | |
| b) | Initial notification /Amendment | Initial notification | | | | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | |
| a) | Name | Prudential plc | | | | |
| b) | LEI | 5493001Z3ZE83NGK8Y12 | | | | |
| 4 | Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted | | | | | |
| a) | Description of the financial instrument, type of instrument | Ordinary shares of 5 pence each | | | | |
| | Identification code | GB0007099541 | | | | |
| b) | Nature of the transaction(s) | Sale of shares under the Prudential Corporation Asia All Employee Share Purchase Plan | | | | |
| c) | Price(s) and volume(s) | <table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>GBP 14.21</td> <td>559</td> </tr> </tbody> </table> | Price(s) | Volume(s) | GBP 14.21 | 559 |
| Price(s) | Volume(s) | | | | | |
| GBP 14.21 | 559 | | | | | |
| d) | Aggregated information - Aggregated volume - Price | 559 GBP 14.21 | | | | |
| e) | Date of the transaction(s) | 2016-10-05 | | | | |
| f) | Place of the transaction(s) | London Stock Exchange | | | | |

| 1 | Details of the person discharging managerial responsibilities / person closely associated | | | | | | | | | | |
|----------|--|---|--|----------|-----------|-----|-----------|---|------|-----------|-----|
| a) | Name | Julian Adams | | | | | | | | | |
| 2 | Reason for the notification | | | | | | | | | | |
| a) | Position/status | Group Regulatory and Government Affairs Director (PDMR) | | | | | | | | | |
| b) | Initial notification /Amendment | Initial notification | | | | | | | | | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | | | | | | |
| a) | Name | Prudential plc | | | | | | | | | |
| b) | LEI | 5493001Z3ZE83NGK8Y12 | | | | | | | | | |
| 4 | Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted | | | | | | | | | | |
| a) | Description of the financial instrument, type of instrument | Ordinary shares of 5 pence each | | | | | | | | | |
| | Identification code | GB0007099541 | | | | | | | | | |
| b) | Nature of the transaction(s) | (i) Acquisition of shares under the dividend re-investment associated with the Prudential Group Share Incentive Plan (ii) Acquisition of shares in respect of dividends accruing to deferred share awards under the Prudential Annual Incentive Plan | | | | | | | | | |
| c) | Price(s) and volume(s) | <table border="1"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>(i)</td> <td>GBP 14.22</td> <td>2</td> </tr> <tr> <td>(ii)</td> <td>GBP 13.72</td> <td>245</td> </tr> </tbody> </table> | | Price(s) | Volume(s) | (i) | GBP 14.22 | 2 | (ii) | GBP 13.72 | 245 |
| | Price(s) | Volume(s) | | | | | | | | | |
| (i) | GBP 14.22 | 2 | | | | | | | | | |
| (ii) | GBP 13.72 | 245 | | | | | | | | | |
| d) | Aggregated information - Aggregated volume - Price | 247 GBP 13.97 | | | | | | | | | |
| e) | Date of the transaction(s) | 2016-10-04 | | | | | | | | | |
| f) | Place of the transaction(s) | London Stock Exchange | | | | | | | | | |

| 1 | Details of the person discharging managerial responsibilities / person closely associated | | | | | | | | | | |
|----------|--|---|--|----------|-----------|-----|-----------|---|------|-----------|-----|
| a) | Name | Raghu Hariharan | | | | | | | | | |
| 2 | Reason for the notification | | | | | | | | | | |
| a) | Position/status | Director of Strategy & Capital Market Relations (PDMR) | | | | | | | | | |
| b) | Initial notification /Amendment | Initial notification | | | | | | | | | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | | | | | | |
| a) | Name | Prudential plc | | | | | | | | | |
| b) | LEI | 5493001Z3ZE83NGK8Y12 | | | | | | | | | |
| 4 | Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted | | | | | | | | | | |
| a) | Description of the financial instrument, type of instrument | Ordinary shares of 5 pence each | | | | | | | | | |
| | Identification code | GB0007099541 | | | | | | | | | |
| b) | Nature of the transaction(s) | (i) Acquisition of shares under the dividend re-investment associated with the Prudential Group Share Incentive Plan (ii) Acquisition of shares in respect of dividends accruing to deferred share awards under the Prudential Group Deferred Bonus Plan | | | | | | | | | |
| c) | Price(s) and volume(s) | <table border="1"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>(i)</td> <td>GBP 14.22</td> <td>3</td> </tr> <tr> <td>(ii)</td> <td>GBP 13.72</td> <td>127</td> </tr> </tbody> </table> | | Price(s) | Volume(s) | (i) | GBP 14.22 | 3 | (ii) | GBP 13.72 | 127 |
| | Price(s) | Volume(s) | | | | | | | | | |
| (i) | GBP 14.22 | 3 | | | | | | | | | |
| (ii) | GBP 13.72 | 127 | | | | | | | | | |
| d) | Aggregated information - Aggregated volume - Price | 130 GBP 13.97 | | | | | | | | | |
| e) | Date of the transaction(s) | 2016-10-04 | | | | | | | | | |
| f) | Place of the transaction(s) | London Stock Exchange | | | | | | | | | |

| 1 | Details of the person discharging managerial responsibilities / person closely associated | | | | | | | | | | |
|----------|--|---|--|----------|-----------|-----|-----------|---|------|-----------|----|
| a) | Name | Jonathan Oliver | | | | | | | | | |
| 2 | Reason for the notification | | | | | | | | | | |
| a) | Position/status | Group Communications Director (PDMR) | | | | | | | | | |
| b) | Initial notification /Amendment | Initial notification | | | | | | | | | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | | | | | | |
| a) | Name | Prudential plc | | | | | | | | | |
| b) | LEI | 5493001Z3ZE83NGK8Y12 | | | | | | | | | |
| 4 | Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted | | | | | | | | | | |
| a) | Description of the financial instrument, type of instrument | Ordinary shares of 5 pence each | | | | | | | | | |
| | Identification code | GB0007099541 | | | | | | | | | |
| b) | Nature of the transaction(s) | (i) Acquisition of shares under the dividend re-investment associated with the Prudential Group Share Incentive Plan (ii) Acquisition of shares in respect of dividends accruing to deferred share awards under the Prudential Annual Incentive Plan and the Group Deferred Bonus Plan | | | | | | | | | |
| c) | Price(s) and volume(s) | <table border="1"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>(i)</td> <td>GBP 14.22</td> <td>7</td> </tr> <tr> <td>(ii)</td> <td>GBP 13.72</td> <td>74</td> </tr> </tbody> </table> | | Price(s) | Volume(s) | (i) | GBP 14.22 | 7 | (ii) | GBP 13.72 | 74 |
| | Price(s) | Volume(s) | | | | | | | | | |
| (i) | GBP 14.22 | 7 | | | | | | | | | |
| (ii) | GBP 13.72 | 74 | | | | | | | | | |
| d) | Aggregated information - Aggregated volume - Price | 81 GBP 13.97 | | | | | | | | | |
| e) | Date of the transaction(s) | 2016-10-04 | | | | | | | | | |
| f) | Place of the transaction(s) | London Stock Exchange | | | | | | | | | |

| 1 | Details of the person discharging managerial responsibilities / person closely associated | | | | | | | | | | |
|----------|--|---|--|----------|-----------|-----|-----------|---|------|-----------|-----|
| a) | Name | Alan Porter | | | | | | | | | |
| 2 | Reason for the notification | | | | | | | | | | |
| a) | Position/status | Group General Counsel & Company Secretary (PDMR) | | | | | | | | | |
| b) | Initial notification /Amendment | Initial notification | | | | | | | | | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | | | | | | |
| a) | Name | Prudential plc | | | | | | | | | |
| b) | LEI | 5493001Z3ZE83NGK8Y12 | | | | | | | | | |
| 4 | Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted | | | | | | | | | | |
| a) | Description of the financial instrument, type of instrument | Ordinary shares of 5 pence each | | | | | | | | | |
| | Identification code | GB0007099541 | | | | | | | | | |
| b) | Nature of the transaction(s) | (i) Acquisition of shares under the dividend re-investment associated with the Prudential Group Share Incentive Plan (ii) Acquisition of shares in respect of dividends accruing to deferred share awards under the Prudential Annual Incentive Plan and the Group Deferred Bonus Plan | | | | | | | | | |
| c) | Price(s) and volume(s) | <table border="1"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>(i)</td> <td>GBP 14.22</td> <td>5</td> </tr> <tr> <td>(ii)</td> <td>GBP 13.72</td> <td>218</td> </tr> </tbody> </table> | | Price(s) | Volume(s) | (i) | GBP 14.22 | 5 | (ii) | GBP 13.72 | 218 |
| | Price(s) | Volume(s) | | | | | | | | | |
| (i) | GBP 14.22 | 5 | | | | | | | | | |
| (ii) | GBP 13.72 | 218 | | | | | | | | | |
| d) | Aggregated information - Aggregated volume - Price | 223 GBP 13.97 | | | | | | | | | |
| e) | Date of the transaction(s) | 2016-10-04 | | | | | | | | | |
| f) | Place of the transaction(s) | London Stock Exchange | | | | | | | | | |

| 1 | Details of the person discharging managerial responsibilities / person closely associated | | | | | |
|-----------|--|--|----------|-----------|-----------|-----|
| a) | Name | Tim Rolfe | | | | |
| 2 | Reason for the notification | | | | | |
| a) | Position/status | Group Human Resources Director (PDMR) | | | | |
| b) | Initial notification /Amendment | Initial notification | | | | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | |
| a) | Name | Prudential plc | | | | |
| b) | LEI | 5493001Z3ZE83NGK8Y12 | | | | |
| 4 | Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted | | | | | |
| a) | Description of the financial instrument, type of instrument | Ordinary shares of 5 pence each | | | | |
| | Identification code | GB0007099541 | | | | |
| b) | Nature of the transaction(s) | Acquisition of shares in respect of dividends accruing to deferred share awards under the Prudential Annual Incentive Plan and the Group Deferred Bonus Plan | | | | |
| c) | Price(s) and volume(s) | <table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>GBP 13.72</td> <td>274</td> </tr> </tbody> </table> | Price(s) | Volume(s) | GBP 13.72 | 274 |
| Price(s) | Volume(s) | | | | | |
| GBP 13.72 | 274 | | | | | |
| d) | Aggregated information - Aggregated volume - Price | 274 GBP 13.72 | | | | |
| e) | Date of the transaction(s) | 2016-10-04 | | | | |
| f) | Place of the transaction(s) | London Stock Exchange | | | | |

| 1 | Details of the person discharging managerial responsibilities / person closely associated | | | | | |
|-------------|--|---|----------|-----------|-------------|----|
| a) | Name | Howard Davies | | | | |
| 2 | Reason for the notification | | | | | |
| a) | Position/status | Non-Executive Director (PDMR) | | | | |
| b) | Initial notification /Amendment | Initial notification | | | | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | |
| a) | Name | Prudential plc | | | | |
| b) | LEI | 5493001Z3ZE83NGK8Y12 | | | | |
| 4 | Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted | | | | | |
| a) | Description of the financial instrument, type of instrument | Ordinary shares of 5 pence each | | | | |
| | Identification code | GB0007099541 | | | | |
| b) | Nature of the transaction(s) | Acquisition of shares under the Dividend Re-investment Plan for ordinary shareholders | | | | |
| c) | Price(s) and volume(s) | <table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>GBP 13.9498</td> <td>83</td> </tr> </tbody> </table> | Price(s) | Volume(s) | GBP 13.9498 | 83 |
| Price(s) | Volume(s) | | | | | |
| GBP 13.9498 | 83 | | | | | |
| d) | Aggregated information | | | | | |
| | - Aggregated volume | 83 | | | | |
| | - Price | GBP 13.9498 | | | | |
| e) | Date of the transaction(s) | 2016-10-05 | | | | |
| f) | Place of the transaction(s) | London Stock Exchange | | | | |

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

Jennie Webb, Share Plans Manager, +44 (0)20 7548 2027
Chris Smith, Deputy Group Secretary, +44 (0)20 7548 2115

6 October 2016, London

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

Independent Non-executive Directors

Sir Howard John Davies, Ann Frances Godbehere FCPA FCGA, David John Alexander Law ACA, Kaikhushru Shiavax Nargolwala FCA, Anthony John Liddell Nightingale CMG SBS JP, The Hon. Philip John Remnant CBE FCA, Alice Davey Schroeder and Jonathan Adair Lord Turner

* For identification purposes