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(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 Identification code	Ordinary shares of 5 pence each  GB0007099541					
b)	Nature of the transaction	Acquisition through the Prudential Group Share Incentive Plan					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£16.36973</td><td>12</td></tr></table>		Price(s)	Volume(s)	£16.36973	12
Price(s)	Volume(s)						
£16.36973	12						
d)	Aggregated information - Aggregated volume - Price	12  £16.36973					
e)	Date of the transaction	2016-12-08					
f)	Place of the transaction	London Stock Exchange					

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>					
a)	Name	John Foley				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	Executive Director (PDMR)				
b)	Initial notification /Amendment	Initial notification				
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
a)	Name	Prudential plc				
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<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>						
a)	Name	Nicolaos Nicandrou					
<b>2</b>	<b>Reason for the notification</b>						
a)	Position/status	Chief Financial Officer (PDMR)					
b)	Initial notification /Amendment	Initial notification					
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>						
a)	Name	Prudential plc					
b)	LEI	5493001Z3ZE83NGK8Y12					
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<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>					
a)	Name	Julian Adams				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	Group Regulatory and Government Affairs Director (PDMR)				
b)	Initial notification /Amendment	Initial notification				
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
a)	Name	Prudential plc				
b)	LEI	5493001Z3ZE83NGK8Y12				
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f)	Place of the transaction	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					
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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						
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e)	Date of the transaction	2016-12-08					
f)	Place of the transaction	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						
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#### **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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Chris Smith, Deputy Group Secretary, +44 (0)20 7548 2115

9 December 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