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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	Anne Richards					
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 Identification code	Option in respect of notional shares in Prudential plc GB0007099541					
b)	Nature of the transaction	(i) Exercise of option over notional shares (including related dividend equivalent); (ii) receiving a cash amount of £496,164.59 in accordance with the terms of that option; and (iii) application of the net cash amount in (ii) above to the purchase of 31,439 Prudential plc shares at £15.672 per share					
c)	Price(s) and volume(s)	(i) Exercise of option: <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£0.05</td><td>59,628</td></tr></table> (ii) Receipt of cash amount £496,164.59		Price(s)	Volume(s)	£0.05	59,628
Price(s)	Volume(s)						
£0.05	59,628						

		(iii) Purchase of Prudential plc shares <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£15.672</td><td>31,439</td></tr></table>	Price(s)	Volume(s)	£15.672	31,439				
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£15.672	31,439									
d)	Aggregated information - Aggregated volume - Cash amount / price received	(i) Exercise of option: <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£0.05</td><td>59,628</td></tr></table> (ii) Receipt of cash amount £496,164.59 (iii) Purchase of Prudential plc shares <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£15.672</td><td>31,439</td></tr></table>	Price(s)	Volume(s)	£0.05	59,628	Price(s)	Volume(s)	£15.672	31,439
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£15.672	31,439									
e)	Date of the transaction	(i) Exercise of option: 2016-12-13 (ii) Receipt of cash amount: 2016-12-14 (iii) Purchase of Prudential plc shares: 2016-12-14								
f)	Place of the transaction	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

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14 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*