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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	Details of the person discharging managerial responsibilities / person closely associated				
a)	Name	Micha	Michael Wells			
2	Reason for the notification	1				
a)	Position/status	Group	Chief Executive (PDMR	2)		
b)	Initial notification /Amendment	Initial	notification			
3	Details of the issuer, emission a auction monitor	llowanc	e market participant, a	uction platform, auction	eer or	
a)	Name	Prude	ntial plc			
b)	LEI	54930	01Z3ZE83NGK8Y12			
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		ary shares of 5 pence each	n		
b)	Nature of the transaction(s)	(ii) A	associated with the Pruder Acquisition of shares in re	er the dividend re-investm ntial Group Share Incentivespect of dividends accruiter the Prudential Annual	ve Plan ng to	
c)	Price(s) and volume(s)		Price(s)	Volume(s)		
		(i)	GBP 17.41	5		
		(ii)	GBP 17.495	2,768		

d)	Aggregated information	
	- Aggregated volume	2,773
	- Price	GBP 17.49485
e)	Date of the transaction(s)	2016-05-26
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 (Pl	DMR)	
b)	Initial notification /Amendment	Initial notification		
3	Details of the issuer, emission a auction monitor	llowance market participa	nt, auction platform, auct	ioneer or
a)	Name	Prudential plc		
b)	LEI	5493001Z3ZE83NGK8Y1	2	
4	Details of the transaction(s): see of transaction; (iii) each date; a	<u>=</u>	· -	• • •
a)	Description of the financial instrument, type of instrument Identification code	American Depositary Receipt ("ADR") GB0007099541		
b)	Nature of the transaction(s)	_	spect of dividends accruing idential Annual Incentive P	
c)	Price(s) and volume(s)	Price(s) USD 45.27	Volume(s) 1,012	
d)	Aggregated information			
	- Aggregated volume	1,012		
	- Price	USD 45.27		
e)	Date of the transaction(s)	2017-05-26		
f)	Place of the transaction(s)	New York Stock Exchange		

1	Details of the person discharging managerial responsibilities / person closely associated				
a)	Name	Nicol	aos Nicandrou		
2	Reason for the notification				
a)	Position/status	Chief	Financial Officer (Pl	DMR)	
b)	Initial notification /Amendment	Initia	notification		
3	Details of the issuer, emission al auction monitor	llowan	ce market participa	nt, auction platform, auction	neer or
a)	Name	Prude	ential plc		
b)	LEI	54930	001Z3ZE83NGK8Y1	2	
4	Details of the transaction(s): sec of transaction; (iii) each date; a		-	· · · · · · · · · · · · · · · · ·	
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 5 pence each GB0007099541			
b)	Nature of the transaction(s)	(ii)	associated with the Prudential Group Share Incentive Plan		
c)	Price(s) and volume(s)		Price(s)	Volume(s)	
		(i)	GBP 17.41	29	
		(ii)	GBP 17.495	1,720	
d)	Aggregated information				
	- Aggregated volume	1,749			
	- Price	GBP 17.49359			
e)	Date of the transaction(s)	2017-	05-26		
f)	Place of the transaction(s)	Lond	on Stock Exchange		

1	Details of the person discharging managerial responsibilities / person closely associated				
a)	Name	John F	Foley		
2	Reason for the notification				
a)	Position/status	Execu	tive Director (PDMR)		
b)	Initial notification /Amendment	Initial	notification		
3	Details of the issuer, emission al auction monitor	llowanc	e market participant,	auction platform, auction	eer or
a)	Name	Prude	ntial plc		
b)	LEI	54930	01Z3ZE83NGK8Y12		
4	Details of the transaction(s): see of transaction; (iii) each date; a		-		
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 5 pence each GB0007099541			
b)	Nature of the transaction(s)	(ii) A	associated with the Prudential Group Share Incentive Plan		
c)	Price(s) and volume(s)		Price(s)	Volume(s)	
		(i)	GBP 17.41	8	
		(ii)	GBP 17.495	2,440	
d)	Aggregated information				
	- Aggregated volume	2,448			
	- Price	GBP 17.49472			
e)	Date of the transaction(s)	2017-0	05-26		
f)	Place of the transaction(s)	Londo	on Stock Exchange		

1	Details of the person discharging managerial responsibilities / person closely associated				
a)	Name	Penel	ope James		
2	Reason for the notification				
a)	Position/status	Group	Chief Risk Officer (F	PDMR)	
b)	Initial notification /Amendment	Initia	I notification		
3	Details of the issuer, emission al auction monitor	llowan	ce market participant	t, auction platform, auction	eer or
a)	Name	Prude	ential plc		
b)	LEI	54930	001Z3ZE83NGK8Y12		
4	Details of the transaction(s): see of transaction; (iii) each date; a		-		
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 5 pence each GB0007099541			
b)	Nature of the transaction(s)	 (i) Acquisition of shares under the Dividend Re-investment Plan for ordinary shareholders (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)		Price(s)	Volume(s)	
		(i)	GBP 17.63962	66	
		(ii)	GBP 17.495	712	
d)	Aggregated information				
	- Aggregated volume	778			
	- Price	GBP 17.507269			
e)	Date of the transaction(s)	2017-	05-26		
f)	Place of the transaction(s)	Lond	on Stock Exchange		

1	Details of the person discharging managerial responsibilities / person closely associated				
a)	Name	Penelope James	Penelope 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 al auction monitor	llowance market participa	nt, auction platform, auct	ioneer or	
a)	Name	Prudential plc			
b)	LEI	5493001Z3ZE83NGK8Y1	2		
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(s)	Acquisition of shares under shares held in a Nominee	er the Dividend Re-investme Account	ent Plan for	
c)	Price(s) and volume(s)	Price(s)	Volume(s)		
		GBP 17.40369	257		
d)	Aggregated information				
	- Aggregated volume	257			
	- Price	GBP 17.40369			
e)	Date of the transaction(s)	2017-05-30			
f)	Place of the transaction(s)	London Stock Exchange			

1	Details of the person discharging managerial responsibilities / person closely associated				
a)	Name	Anne Richards	Anne Richards		
2	Reason for the notification				
a)	Position/status	Executive Director (PDMI	R)		
b)	Initial notification /Amendment	Initial notification			
3	Details of the issuer, emission al auction monitor	llowance market participa	nt, auction platform, auct	ioneer or	
a)	Name	Prudential plc			
b)	LEI	5493001Z3ZE83NGK8Y1	2		
4	Details of the transaction(s): see of transaction; (iii) each date; a	-	• -		
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 5 pence GB0007099541	e each		
b)	Nature of the transaction(s)	Acquisition of shares in reshare awards under the Pru	spect of dividends accruing idential Annual Incentive F		
c)	Price(s) and volume(s)	Price(s) GBP 17.495	Volume(s) 570		
d)	Aggregated information - Aggregated volume	570			
	- Price	GBP 17.495			
e)	Date of the transaction(s)	2017-05-26			
f)	Place of the transaction(s)	London Stock Exchange			

1	Details of the person discharging managerial responsibilities / person closely associated				
a)	Name	Barry Stowe	Barry Stowe		
2	Reason for the notification				
a)	Position/status	Executive Director (PDMI	R)		
b)	Initial notification /Amendment	Initial notification			
3	Details of the issuer, emission al auction monitor	llowance market participa	nt, auction platform, auct	ioneer or	
a)	Name	Prudential plc			
b)	LEI	5493001Z3ZE83NGK8Y1	2		
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)		spect of dividends accruing idential Annual Incentive P		
c)	Price(s) and volume(s)	Price(s) USD 45.27	Volume(s) 2,307		
d)	Aggregated information - Aggregated volume	45.27			
	- Price	USD 2,307			
e)	Date of the transaction(s)	2017-05-26			
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	Tony Wilkey		
2	Reason for the notification				
a)	Position/status	Executive Director (PDMI	R)		
b)	Initial notification /Amendment	Initial notification			
3	Details of the issuer, emission al auction monitor	llowance market participa	nt, auction platform, auct	ioneer or	
a)	Name	Prudential plc			
b)	LEI	5493001Z3ZE83NGK8Y1	2		
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(s)		spect of dividends accruing adential Annual Incentive F		
c)	Price(s) and volume(s)	Price(s) GBP 17.495	Volume(s)		
1)	A		-,		
d)	Aggregated information - Aggregated volume	1,277			
	- Price	GBP 17.495			
e)	Date of the transaction(s)	2017-05-26	2017-05-26		
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	on			
a)	Position/status	Group	Regulatory and Go	overnment Relations Director (F	PDMR)
b)	Initial notification /Amendment	Initial	notification		
3	Details of the issuer, emission al auction monitor	llowand	ce market particip	ant, auction platform, auction	eer or
a)	Name	Prude	ntial plc		
b)	LEI	54930	001Z3ZE83NGK8Y	12	
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(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)		Price(s)	Volume(s)	
		(i)	GBP 17.41	4	
		(ii)	GBP 17.495	827	
d)	Aggregated information				
	- Aggregated volume	831			
	- Price	GBP	17.49459		
e)	Date of the transaction(s)	2017-	05-26		
f)	Place of the transaction(s)	Londo	on Stock Exchange		

1	Details of the person discharging managerial responsibilities / person closely associated			
a)	Name	Raghunath 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 al auction monitor	llowance market participant, auction platform, auctioneer or		
a)	Name	Prudential plc		
b)	LEI	5493001Z3ZE83NGK8Y12		
4		ction to be repeated for (i) each type of instrument; (ii) each type nd (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)	Price(s) Volume(s)		
		(i) GBP 17.41 6		
		(ii) GBP 17.495 356		
d)	Aggregated information			
	- Aggregated volume	362		
	- Price	GBP 17.49359		
e)	Date of the transaction(s)	2017-05-26		
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 al auction monitor	e issuer, emission allowance market participant, auction platform, auctioneer or itor		
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(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)	Price(s) Volume(s)		
		(i) GBP 17.41 14		
		(ii) GBP 17.495 256		
d)	Aggregated information			
	- Aggregated volume	270		
	- Price	GBP 17.49059		
e)	Date of the transaction(s)	2017-05-26		
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 Identification code	Ordinary shares of 5 pence each 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)	Price(s) Volume(s) (i) GBP 17.41 12 (ii) GBP 17.495 614		
d)	Aggregated information - Aggregated volume - Price	626 GBP 17.49337		
e)	Date of the transaction(s)	2017-05-26		
f)	Place of the transaction(s)	London Stock Exchange		

1	Details of the person discharging managerial responsibilities / person closely associated				
a)	Name	Al-Noor Ramji			
2	Reason for the notification				
a)	Position/status	Group Chief Digital Office	Group Chief Digital 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 Identification code	Ordinary shares of 5 pence each 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			
c)	Price(s) and volume(s)	Price(s)	Volume(s)		
		GBP 17.495	331		
d)	Aggregated information				
	- Aggregated volume	331			
	- Price	GBP 17.495			
e)	Date of the transaction(s)	2017-05-26			
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 Identification code	Ordinary shares of 5 pence each		
b)	Nature of the transaction(s)	GB0007099541 Acquisition of shares in respect of dividends accruing to deferred share awards under the Prudential Annual Incentive Plan and the		
c)	Price(s) and volume(s)	Group Deferred Bonus Pla Price(s) GBP 17.495	Volume(s) 741	
d)	Aggregated information - Aggregated volume	741		
	- Price	GBP 17.495		
e)	Date of the transaction(s)	2017-05-26		
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	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 Identification code	Ordinary shares of 5 pence each 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)	Price(s) GBP 17.63962	Volume(s) 155		
d)	Aggregated information - Aggregated volume - Price	155 GBP 17.63962			
e)	Date of the transaction(s)	2017-05-26			
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

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30 May 2017, 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, 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 FRS

^{*} For identification purposes