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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**

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>											
a)	Name	Michael Wells										
<b>2</b>	<b>Reason for the notification</b>											
a)	Position/status	Group Chief Executive (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										
<b>4</b>	<b>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</b>											
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 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 17.07843</td> <td>4</td> </tr> <tr> <td>(ii)</td> <td>GBP 18.02</td> <td>1,856</td> </tr> </tbody> </table>			Price(s)	Volume(s)	(i)	GBP 17.07843	4	(ii)	GBP 18.02	1,856
	Price(s)	Volume(s)										
(i)	GBP 17.07843	4										
(ii)	GBP 18.02	1,856										

d)	Aggregated information - Aggregated volume - Price	1,860 GBP 18.017975
e)	Date of the transaction(s)	2018-10-05
f)	Place of the transaction(s)	London Stock Exchange

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>										
a)	Name	Mark FitzPatrick									
<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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a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 5 pence each GB0007099541									
b)	Nature of the transactions	(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 Annual Incentive Plan									
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	Price(s)	Volume(s)									
(i)	GBP 17.07843	2									
(ii)	GBP 18.02	242									
d)	Aggregated information - Aggregated volume - Price	244 GBP 18.012282									
e)	Date of the transactions	2018-10-05									
f)	Place of the transactions	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									
b)	LEI	5493001Z3ZE83NGK8Y12									
<b>4</b>	<b>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</b>										
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 Annual Incentive Plan									
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	Price(s)	Volume(s)									
(i)	GBP 17.07843	6									
(ii)	GBP 18.02	1,130									
d)	Aggregated information - Aggregated volume - Price	1,136 GBP 18.015027									
e)	Date of the transaction(s)	2018-10-05									
f)	Place of the transaction(s)	London Stock Exchange									

<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	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									
b)	LEI	5493001Z3ZE83NGK8Y12									
<b>4</b>	<b>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</b>										
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 Annual Incentive Plan									
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	Price(s)	Volume(s)									
(i)	GBP 17.07843	16									
(ii)	GBP 18.02	893									
d)	Aggregated information - Aggregated volume - Price	909 GBP 18.003427									
e)	Date of the transaction(s)	2018-10-05									
f)	Place of the transaction(s)	London Stock Exchange									

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>					
a)	Name	Barry Stowe				
<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				
b)	LEI	5493001Z3ZE83NGK8Y12				
<b>4</b>	<b>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</b>					
a)	Description of the financial instrument, type of instrument Identification code	American Depositary Receipt (“ADR”) 74435K204				
b)	Nature of the transaction(s)	Acquisition of ADRs in respect of dividends accruing to deferred share awards under the 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 47.20</td> <td>1,599</td> </tr> </tbody> </table>	Price(s)	Volume(s)	USD 47.20	1,599
Price(s)	Volume(s)					
USD 47.20	1,599					
d)	Aggregated information - Aggregated volume - Price	1,599 USD 47.20				
e)	Date of the transaction(s)	2018-10-05				
f)	Place of the transaction(s)	New York Stock Exchange				

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>													
a)	Name	James Turner												
<b>2</b>	<b>Reason for the notification</b>													
a)	Position/status	Group Chief Risk 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												
<b>4</b>	<b>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</b>													
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 under the dividend re-investment associated with the Prudential Group Share Incentive Plan (iii) Acquisition of shares in respect of dividends accruing to deferred share awards under the 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 17.4367</td> <td>116</td> </tr> <tr> <td>(ii)</td> <td>GBP 17.07843</td> <td>7</td> </tr> <tr> <td>(iii)</td> <td>GBP 18.02</td> <td>46</td> </tr> </tbody> </table>		Price(s)	Volume(s)	(i)	GBP 17.4367	116	(ii)	GBP 17.07843	7	(iii)	GBP 18.02	46
	Price(s)	Volume(s)												
(i)	GBP 17.4367	116												
(ii)	GBP 17.07843	7												
(iii)	GBP 18.02	46												
d)	Aggregated information - Aggregated volume - Price	169 GBP 17.580628												
e)	Date of the transaction(s)	2018-10-05												
f)	Place of the transaction(s)	London Stock Exchange												

<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 Relations 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									
<b>4</b>	<b>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</b>										
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 Annual Incentive Plan									
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	Price(s)	Volume(s)									
(i)	GBP 17.07843	5									
(ii)	GBP 18.02	609									
d)	Aggregated information - Aggregated volume - Price	614  GBP 18.012332									
e)	Date of the transaction(s)	2018-10-05									
f)	Place of the transaction(s)	London Stock Exchange									

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>										
a)	Name	Jonathan Oliver									
<b>2</b>	<b>Reason for the notification</b>										
a)	Position/status	Group Communications 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									
<b>4</b>	<b>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</b>										
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 Annual Incentive Plan									
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	Price(s)	Volume(s)									
(i)	GBP 17.07843	9									
(ii)	GBP 18.02	151									
d)	Aggregated information - Aggregated volume - Price	160 GBP 17.967037									
e)	Date of the transaction(s)	2018-10-05									
f)	Place of the transaction(s)	London Stock Exchange									



<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>										
a)	Name	Alan Porter									
<b>2</b>	<b>Reason for the notification</b>										
a)	Position/status	Group General Counsel and Company Secretary (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									
<b>4</b>	<b>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</b>										
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 Annual Incentive Plan									
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	Price(s)	Volume(s)									
(i)	GBP 17.07843	9									
(ii)	GBP 18.02	420									
d)	Aggregated information - Aggregated volume - Price	429 GBP 18.000247									
e)	Date of the transaction(s)	2018-10-05									
f)	Place of the transaction(s)	London Stock Exchange									

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>					
a)	Name	Al-Noor Ramji				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	Group Chief Digital 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				
<b>4</b>	<b>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</b>					
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 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>GBP 18.02</td> <td>326</td> </tr> </tbody> </table>	Price(s)	Volume(s)	GBP 18.02	326
Price(s)	Volume(s)					
GBP 18.02	326					
d)	Aggregated information - Aggregated volume - Price	326 GBP 18.02				
e)	Date of the transaction(s)	2018-10-05				
f)	Place of the transaction(s)	London Stock Exchange				

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>					
a)	Name	Tim Rolfe				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	Group Human Resources 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				
<b>4</b>	<b>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</b>					
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 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>GBP 18.02</td> <td>489</td> </tr> </tbody> </table>	Price(s)	Volume(s)	GBP 18.02	489
Price(s)	Volume(s)					
GBP 18.02	489					
d)	Aggregated information - Aggregated volume - Price	489 GBP 18.02				
e)	Date of the transaction(s)	2018-10-05				
f)	Place of the transaction(s)	London Stock Exchange				

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>					
a)	Name	Howard Davies				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	Non-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				
b)	LEI	5493001Z3ZE83NGK8Y12				
<b>4</b>	<b>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</b>					
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)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>GBP 18.220545</td> <td>81</td> </tr> </tbody> </table>	Price(s)	Volume(s)	GBP 18.220545	81
Price(s)	Volume(s)					
GBP 18.220545	81					
d)	Aggregated information - Aggregated volume - Price	81 GBP 18.220545				
e)	Date of the transaction(s)	2018-10-05				
f)	Place of the transaction(s)	London Stock Exchange				

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>					
a)	Name	Lord Turner				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	Non-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				
b)	LEI	5493001Z3ZE83NGK8Y12				
<b>4</b>	<b>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</b>					
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)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>GBP 18.220545</td> <td>58</td> </tr> </tbody> </table>	Price(s)	Volume(s)	GBP 18.220545	58
Price(s)	Volume(s)					
GBP 18.220545	58					
d)	Aggregated information - Aggregated volume - Price	58 GBP 18.220545				
e)	Date of the transaction(s)	2018-10-05				
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

8 October 2018, 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*), Mark Thomas FitzPatrick CA, Stuart James Turner FCA, John William Foley, Nicolaos Andreas Nicandrou ACA and Barry Lee Stowe

#### *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, Jonathan Adair Lord Turner FRS, Thomas Ros Watjen and Jane Fields Wicker-Miurin OBE

\* For identification purposes