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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 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><tr><td></td><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>(i)</td><td>GBP 15.98</td><td>24</td></tr><tr><td>(ii)</td><td>GBP 16.41</td><td>3,243</td></tr></table>			Price(s)	Volume(s)	(i)	GBP 15.98	24	(ii)	GBP 16.41	3,243
	Price(s)	Volume(s)										
(i)	GBP 15.98	24										
(ii)	GBP 16.41	3,243										
d)	Aggregated information - Aggregated volume - Price	3,267 GBP 16.406841										

e)	Date of the transaction(s)	2019-05-24
f)	Place of the transaction(s)	London Stock Exchange

1	Details of the person discharging managerial responsibilities / person closely associated										
a)	Name	Mark FitzPatrick									
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 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									
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 15.98</td><td>16</td></tr> <tr> <td>(ii)</td><td>GBP 16.41</td><td>1,238</td></tr> </tbody> </table>		Price(s)	Volume(s)	(i)	GBP 15.98	16	(ii)	GBP 16.41	1,238
	Price(s)	Volume(s)									
(i)	GBP 15.98	16									
(ii)	GBP 16.41	1,238									
d)	Aggregated information - Aggregated volume - Price	1,254 GBP 16.404514									
e)	Date of the transactions	2019-05-24									
f)	Place of the transactions	London Stock Exchange									

1	Details of the person discharging managerial responsibilities / person closely associated													
a)	Name	James Turner												
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												
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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 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 16.12</td><td>307</td></tr> <tr> <td>(ii)</td><td>GBP 15.98</td><td>26</td></tr> <tr> <td>(iii)</td><td>GBP 16.41</td><td>422</td></tr> </tbody> </table>		Price(s)	Volume(s)	(i)	GBP 16.12	307	(ii)	GBP 15.98	26	(iii)	GBP 16.41	422
	Price(s)	Volume(s)												
(i)	GBP 16.12	307												
(ii)	GBP 15.98	26												
(iii)	GBP 16.41	422												
d)	Aggregated information - Aggregated volume - Price	755 GBP 16.277272												
e)	Date of the transaction(s)	2019-05-24												
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 Relations 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)	(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 15.98</td><td>23</td></tr> <tr> <td>(ii)</td><td>GBP 16.41</td><td>1,366</td></tr> </tbody> </table>		Price(s)	Volume(s)	(i)	GBP 15.98	23	(ii)	GBP 16.41	1,366
	Price(s)	Volume(s)									
(i)	GBP 15.98	23									
(ii)	GBP 16.41	1,366									
d)	Aggregated information - Aggregated volume - Price	1,389 GBP 16.40288									
e)	Date of the transaction(s)	2019-05-24									
f)	Place of the transaction(s)	London Stock Exchange									

1	Details of the person discharging managerial responsibilities / person closely associated						
a)	Name	Michael Falcon					
2	Reason for the notification						
a)	Position/status	Chief Executive Officer of Jackson Holdings LLC (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”) 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"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>USD 42.24</td> <td>528</td> </tr> </table>		Price(s)	Volume(s)	USD 42.24	528
Price(s)	Volume(s)						
USD 42.24	528						
d)	Aggregated information - Aggregated volume - Price	528 USD 42.24					
e)	Date of the transaction(s)	2019-05-24					
f)	Place of the transaction(s)	New York 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	Chief Executive M&G Prudential (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 Annual Incentive Plan									
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	Price(s)	Volume(s)									
(i)	GBP 15.98	27									
(ii)	GBP 16.41	1,905									
d)	Aggregated information - Aggregated volume - Price	1,932 GBP 16.403991									
e)	Date of the transaction(s)	2019-05-24									
f)	Place of the transaction(s)	London 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 Executive of Prudential Corporation Asia (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 Annual Incentive Plan									
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	Price(s)	Volume(s)									
(i)	GBP 15.98	39									
(ii)	GBP 16.41	2,203									
d)	Aggregated information - Aggregated volume - Price	2,242 GBP 16.40252									
e)	Date of the transaction(s)	2019-05-24									
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 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 15.98</td><td>33</td></tr> <tr> <td>(ii)</td><td>GBP 16.41</td><td>361</td></tr> </tbody> </table>		Price(s)	Volume(s)	(i)	GBP 15.98	33	(ii)	GBP 16.41	361
	Price(s)	Volume(s)									
(i)	GBP 15.98	33									
(ii)	GBP 16.41	361									
d)	Aggregated information - Aggregated volume - Price	394 GBP 16.373985									
e)	Date of the transaction(s)	2019-05-24									
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 and 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 Annual Incentive Plan									
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	Price(s)	Volume(s)									
(i)	GBP 15.98	32									
(ii)	GBP 16.41	1,062									
d)	Aggregated information - Aggregated volume - Price	1,094 GBP 16.397422									
e)	Date of the transaction(s)	2019-05-24									
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 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 Annual Incentive Plan					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>GBP 16.41</td><td>1,545</td></tr></table>		Price(s)	Volume(s)	GBP 16.41	1,545
Price(s)	Volume(s)						
GBP 16.41	1,545						
d)	Aggregated information - Aggregated volume - Price	1,545 GBP 16.41					
e)	Date of the transaction(s)	2019-05-24					
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 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"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>GBP 16.41</td> <td>1,102</td> </tr> </table>		Price(s)	Volume(s)	GBP 16.41	1,102
Price(s)	Volume(s)						
GBP 16.41	1,102						
d)	Aggregated information - Aggregated volume - Price	1,102 GBP 16.41					
e)	Date of the transaction(s)	2019-05-24					
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 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><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>GBP 16.666406</td><td>190</td></tr></table>		Price(s)	Volume(s)	GBP 16.666406	190
Price(s)	Volume(s)						
GBP 16.666406	190						
d)	Aggregated information - Aggregated volume - Price	190 GBP 16.666406					
e)	Date of the transaction(s)	2019-05-24					
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 and Share Capital Manager, +44 (0)20 3977 9750
Chris Smith, Deputy Group Secretary, +44 (0)20 3977 9639

28 May 2019, 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 and Stuart James Turner FCA

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, Thomas Ros Watjen and Jane Fields Wicker-Miurin OBE

* For identification purposes