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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**

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Michael Falcon
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Chief Executive Officer of Jackson Holdings LLC (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)	(i) Exercise of option over notional ADRs (including related dividend equivalent and the value of the demerger dividend). The demerger adjustment was based on the valuation of a M&G plc share calculated on the average price on the first five days following the demerger (from 21 – 25 October 2019), converted into a sum of USD based on the average exchange rate over the same period. This sum was divided by the five day average price of a Prudential plc ADR for the period 1 – 7 November 2019. The calculation recognised that one Prudential plc ADR represents two ordinary shares of Prudential plc; and  (ii) Receiving a gross cash amount of USD 464,198.34 in accordance with the terms of that option.

c)	Price(s) and volume(s)	(i) Exercise of option: <table border="1" data-bbox="707 197 1190 344"> <tr> <th data-bbox="707 197 962 264">Price(s)</th> <th data-bbox="967 197 1190 264">Volume(s)</th> </tr> <tr> <td data-bbox="707 271 962 344">USD 0.12642</td> <td data-bbox="967 271 1190 344">13,407</td> </tr> </table> (ii) Receipt of a gross cash amount USD 464,198.34	Price(s)	Volume(s)	USD 0.12642	13,407
Price(s)	Volume(s)					
USD 0.12642	13,407					
d)	Aggregated information - Aggregated volume - Price	(i) Exercise of option: <table border="1" data-bbox="707 584 1190 732"> <tr> <th data-bbox="707 584 962 651">Price(s)</th> <th data-bbox="967 584 1190 651">Volume(s)</th> </tr> <tr> <td data-bbox="707 658 962 732">USD 0.12642</td> <td data-bbox="967 658 1190 732">13,407</td> </tr> </table> (ii) Receipt of a gross cash amount USD 464,198.34	Price(s)	Volume(s)	USD 0.12642	13,407
Price(s)	Volume(s)					
USD 0.12642	13,407					
e)	Date of the transaction(s)	2019-11-13				
f)	Place of the transaction(s)	New York 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 or with the Prudential Assurance Company, a subsidiary of M&G plc, a company incorporated in the United Kingdom.

**Contact**

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14 November 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 FCSI FRM

*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, Jane Fields Wicker-Miurin OBE and Amy Yok Tak Yip

\* For identification purposes