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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	Jolene Chen					
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	Acquisition of shares through the Prudential Corporation Asia All Employee Share Purchase Plan					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>GBP 14.565217</td><td>28</td></tr></table>		Price(s)	Volume(s)	GBP 14.565217	28
Price(s)	Volume(s)						
GBP 14.565217	28						
d)	Aggregated information - Aggregated volume - Price	28 GBP 14.565217					
e)	Date of the transaction	2020-02-10					
f)	Place of the transaction	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, 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					
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Price(s)	Volume(s)						
GBP 14.565217	28						
d)	Aggregated information - Aggregated volume - Price	28 GBP 14.565217					
e)	Date of the transaction	2020-02-10					
f)	Place of the transaction	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 (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	Acquisition of shares through the Prudential Group Share Incentive Plan					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>GBP 14.59</td><td>12</td></tr></table>		Price(s)	Volume(s)	GBP 14.59	12
Price(s)	Volume(s)						
GBP 14.59	12						
d)	Aggregated information - Aggregated volume - Price	12 GBP 14.59					
e)	Date of the transaction	2020-02-10					
f)	Place of the transaction	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	Group Chief Financial Officer and Chief Operating 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	Acquisition of shares through the Prudential Group Share Incentive Plan					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>GBP 14.59</td><td>13</td></tr></table>		Price(s)	Volume(s)	GBP 14.59	13
Price(s)	Volume(s)						
GBP 14.59	13						
d)	Aggregated information - Aggregated volume - Price	13 GBP 14.59					
e)	Date of the transaction	2020-02-10					
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 nor with the Prudential Assurance Company, a subsidiary of M&G plc, a company incorporated in the United Kingdom.

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11 February 2020, 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

Jeremy David Bruce Anderson CBE, 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 Yok Tak Amy Yip

** For identification purposes*