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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	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 transactions	<p>(i) Acquisition of shares for nil consideration following the release of an award made in 2017 under the Prudential Long Term Incentive Plan by the trustee of the Prudential plc Employee Share Trust (the "Trustee")</p> <p>(ii) Acquisition of shares for nil consideration following the release of an award made in 2017 under the Annual Incentive Plan by the Trustee</p> <p>(iii) Sale of shares in relation to the transactions described in (i) & (ii) above only to cover withholding tax and fees</p>

c)	Price(s) and volume(s)		Price(s)	Volume(s)
		(i)	Nil	206,517
		(ii)	Nil	64,440
		(iii)	GBP 10.2074	127,479
d)	Aggregated information - Aggregated volume - Price	270,957 GBP 10.2074		
e)	Date of the transactions	2020-04-06		
f)	Place of the transactions	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									
b)	Nature of the transactions	(i) Acquisition of shares for nil consideration following the release of an award made in 2017 under the Prudential Long Term Incentive Plan by the trustee of the Prudential plc Employee Share Trust (the “Trustee”) (ii) Acquisition of shares for nil consideration following the release of an award made in 2017 under the Annual Incentive Plan by the Trustee									
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>Nil</td><td>84,954</td></tr> <tr> <td>(ii)</td><td>Nil</td><td>37,010</td></tr> </tbody> </table>		Price(s)	Volume(s)	(i)	Nil	84,954	(ii)	Nil	37,010
	Price(s)	Volume(s)									
(i)	Nil	84,954									
(ii)	Nil	37,010									
d)	Aggregated information - Aggregated volume - Price	121,964 N/A									
e)	Date of the transactions	2020-04-06									
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 and Compliance 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 for nil consideration following the release of an award made in 2017 under the Prudential Long Term Incentive Plan by the trustee of the Prudential plc Employee Share Trust (the "Trustee") (ii) Sale of shares in relation to the transactions described in (i) above only to cover withholding tax and fees										
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>Nil</td> <td>21,903</td> </tr> <tr> <td>(ii)</td> <td>GBP 10.2074</td> <td>8,804</td> </tr> </tbody> </table>			Price(s)	Volume(s)	(i)	Nil	21,903	(ii)	GBP 10.2074	8,804
	Price(s)	Volume(s)										
(i)	Nil	21,903										
(ii)	GBP 10.2074	8,804										
d)	Aggregated information - Aggregated volume - Price	21,903 GBP 10.2074										
e)	Date of the transactions	2020-04-06										
f)	Place of the transactions	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 (PD MR)												
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 for nil consideration following the release of an award made in 2017 under the Prudential Long Term Incentive Plan by the trustee of the Prudential plc Employee Share Trust (the "Trustee") (ii) Acquisition of shares for nil consideration following the release of an award made in 2017 under the Annual Incentive Plan by the Trustee (iii) Sale of shares in relation to the transactions described in (i) & (ii) above only to cover withholding tax and fees												
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>Nil</td><td>47,741</td></tr> <tr> <td>(ii)</td><td>Nil</td><td>23,793</td></tr> <tr> <td>(iii)</td><td>GBP 10.2074</td><td>33,656</td></tr> </tbody> </table>		Price(s)	Volume(s)	(i)	Nil	47,741	(ii)	Nil	23,793	(iii)	GBP 10.2074	33,656
	Price(s)	Volume(s)												
(i)	Nil	47,741												
(ii)	Nil	23,793												
(iii)	GBP 10.2074	33,656												
d)	Aggregated information - Aggregated volume - Price	71,534 GBP 10.2074												
e)	Date of the transactions	2020-04-06												
f)	Place of the transactions	London Stock Exchange												

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 transactions	(i) Acquisition of shares for nil consideration following the release of an award made in 2017 under the Prudential Long Term Incentive Plan by the trustee of the Prudential plc Employee Share Trust (the “Trustee”) (ii) Acquisition of shares for nil consideration following the release of an award made in 2018 under the PCA Deferred Bonus Plan by the Trustee (iii) Acquisition of shares for nil consideration following the release of an award made in 2017 under the PCA Long Term Incentive Plan by the trustee of the Prudential plc Employee Share Trust (the “Trustee”)												
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>Nil</td><td>8,458</td></tr> <tr> <td>(ii)</td><td>Nil</td><td>34,582</td></tr> <tr> <td>(iii)</td><td>Nil</td><td>26,863</td></tr> </tbody> </table>		Price(s)	Volume(s)	(i)	Nil	8,458	(ii)	Nil	34,582	(iii)	Nil	26,863
	Price(s)	Volume(s)												
(i)	Nil	8,458												
(ii)	Nil	34,582												
(iii)	Nil	26,863												
d)	Aggregated information - Aggregated volume - Price	69,903 N/A												
e)	Date of the transactions	2020-04-06												
f)	Place of the transactions	London Stock Exchange												

Additional information

In the case of shares being released to Michael Wells, Nicolaos Nicandrou and Al-Noor Ramji under the 2017 awards made under the Prudential Long Term Incentive Plan by the Trustee, those shares which have not been sold to pay the taxes due at vesting are subject to a further 2 year holding period which are being held in a nominee administered by the Trustee and during which period cannot be charged, pledged, transferred or otherwise encumbered.

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Contact

Jennie Webb, Share Plans and Share Capital Manager, +44 (0)20 3977 9750

Chris Smith, Deputy Group Secretary, +44 (0)20 3977 9639

7 April 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*