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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 transaction(s)	<p>(i) Adjustment of awards granted under the Prudential Long Term Incentive Plan with respect to the demerger of Jackson Financial Inc. on 13 September 2021,</p> <p>(ii) Adjustment of awards granted under the Annual Incentive Plan with respect to the demerger of Jackson Financial Inc. on 13 September 2021,</p> <p>The number of additional shares accumulated is based on the ten-day average of the Prudential plc share price from 20 September to 1 October 2021 and on the Jackson Financial Inc. share price that regular shareholders received if they used the Company share sale facility shortly after the demerger.</p>

c)	Price(s) and volume(s)		Price(s)	Volume(s)
		(i)	Nil	37,017
		(ii)	Nil	6,089
d)	Aggregated information - Aggregated volume - Price	N/A 43,106 Nil		
e)	Date of the transaction(s)	2021-10-13		
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	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									
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	Price(s)	Volume(s)									
(i)	Nil	15,302									
(ii)	Nil	3,819									
d)	Aggregated information - Aggregated volume - Price	N/A 19,121 Nil									
e)	Date of the transaction(s)	2021-10-13									
f)	Place of the transaction(s)	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 transaction(s)	(i) Adjustment of awards granted under the Prudential Long Term Incentive Plan with respect to the demerger of Jackson Financial Inc. on 13 September 2021, (ii) Adjustment of awards granted under the Annual Incentive Plan with respect to the demerger of Jackson Financial Inc. on 13 September 2021, The number of additional shares accumulated is based on the ten-day average of the Prudential plc share price from 20 September to 1 October 2021 and on the Jackson Financial Inc. share price that regular shareholders received if they used the Company share sale facility shortly after the demerger.									
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	Price(s)	Volume(s)									
(i)	Nil	14,071									
(ii)	Nil	3,124									
d)	Aggregated information - Aggregated volume - Price	N/A 17,195 Nil									
e)	Date of the transaction(s)	2021-10-13									
f)	Place of the transaction(s)	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 transaction(s)	<p>(i) Adjustment of awards granted under the Prudential Long Term Incentive Plan with respect to the demerger of Jackson Financial Inc. on 13 September 2021,</p> <p>(ii) Adjustment of awards granted under the PCA Long Term Incentive Plan with respect to the demerger of Jackson Financial Inc. on 13 September 2021,</p> <p>(iii) Adjustment of awards granted under the PCA Deferred Bonus Plan with respect to the demerger of Jackson Financial Inc. on 13 September 2021,</p> <p>(iv) Adjustment of awards granted under the Annual Incentive Plan with respect to the demerger of Jackson Financial Inc. on 13 September 2021,</p> <p>The number of additional shares accumulated is based on the ten-day average of the Prudential plc share price from 20 September to 1 October 2021 and on the Jackson Financial Inc. share price that regular shareholders received if they used the Company share sale facility shortly after the demerger.</p>															
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	Price(s)	Volume(s)															
(i)	Nil	5,260															
(ii)	Nil	968															
(iii)	Nil	2,011															
(iv)	Nil	519															
d)	Aggregated information - Aggregated volume - Price	N/A 8,758 Nil															
e)	Date of the transaction(s)	2021-10-13															
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, 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									
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	Price(s)	Volume(s)									
(i)	Nil	22,030									
(ii)	Nil	5,557									
d)	Aggregated information - Aggregated volume - Price	N/A 27,587 Nil									
e)	Date of the transaction(s)	2021-10-13									
f)	Place of the transaction(s)	London Stock Exchange									

Additional information

About Prudential plc

Prudential plc provides life and health insurance and asset management, with a focus on Asia and Africa. The business helps people get the most out of life, by making healthcare affordable and accessible and by promoting financial inclusion. Prudential protects people's wealth, helps them grow their assets, and empowers them to save for their goals. The business has more than 17 million life customers in Asia and Africa and is listed on stock exchanges in London, Hong Kong, Singapore and New York. Prudential 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 Limited, a subsidiary of M&G plc, a company incorporated in the United Kingdom.

Contact

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15 October 2021, London

As at the date of this announcement, the Board of Directors of Prudential plc comprises:

Chair

Baroness Shriti Vinodkant Vadera

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, Chua Sock Koong, David John Alexander Law ACA, Ming Lu,

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,

Jeanette Kai Yuan Wong and Yok Tak Amy Yip

** For identification purposes*