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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 Wells				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	Group Chief Executive (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	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 border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£17.93</td> <td>10</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£17.93	10
Price(s)	Volume(s)					
£17.93	10					
d)	Aggregated information - Aggregated volume - Price	10 £17.93				
e)	Date of the transaction	2017-07-10				
f)	Place of the transaction	London Stock Exchange				

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>					
a)	Name	John Foley				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	Executive Director (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				
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e)	Date of the transaction	2017-07-10				
f)	Place of the transaction	London Stock Exchange				

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>					
a)	Name	Nicolaos Nicandrou				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	Chief Financial Officer (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				
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Price(s)	Volume(s)					
£17.93	11					
d)	Aggregated information - Aggregated volume - Price	11 £17.93				
e)	Date of the transaction	2017-07-10				
f)	Place of the transaction	London Stock Exchange				

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>					
a)	Name	Julian Adams				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	Group Regulatory and Government Relations Director (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				
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Price(s)	Volume(s)					
£17.93	12					
d)	Aggregated information - Aggregated volume - Price	12 £17.93				
e)	Date of the transaction	2017-07-10				
f)	Place of the transaction	London Stock Exchange				

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>					
a)	Name	Raghunath Hariharan				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	Director of Strategy and Capital Market Relations (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				
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e)	Date of the transaction	2017-07-10				
f)	Place of the transaction	London Stock Exchange				

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>					
a)	Name	Jonathan Oliver				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	Group Communications Director (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>					
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Price(s)	Volume(s)					
£17.93	9					
d)	Aggregated information - Aggregated volume - Price	9 £17.93				
e)	Date of the transaction	2017-07-10				
f)	Place of the transaction	London Stock Exchange				

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>					
a)	Name	Alan Porter				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	Group General Counsel and Company Secretary (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				
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Price(s)	Volume(s)					
£17.93	12					
d)	Aggregated information - Aggregated volume - Price	12 £17.93				
e)	Date of the transaction	2017-07-10				
f)	Place of the transaction	London Stock Exchange				

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>					
a)	Name	Michael Wells				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	Group Chief Executive (PDMR)				
b)	Initial notification /Amendment	Amendment to prior notification (RNS Number: 5947G) to correct an administrative error in relation to the number of ADRs acquired				
<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”) GB0007099541				
b)	Nature of the transaction(s)	Acquisition of ADRs in respect of dividends accruing to deferred share awards under the Prudential Annual Incentive Plan				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>USD 45.27</td> <td>1,060</td> </tr> </tbody> </table>	Price(s)	Volume(s)	USD 45.27	1,060
Price(s)	Volume(s)					
USD 45.27	1,060					
d)	Aggregated information - Aggregated volume - Price	1,060 USD 45.27				
e)	Date of the transaction(s)	2017-05-26				
f)	Place of the transaction(s)	New York Stock Exchange				



<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>					
a)	Name	Barry Stowe				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	Executive Director (PDMR)				
b)	Initial notification /Amendment	Amendment to prior notification (RNS Number: 5947G) to correct an administrative error in relation to the number of ADRs acquired				
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
a)	Name	Prudential plc				
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b)	Nature of the transaction(s)	Acquisition of ADRs in respect of dividends accruing to deferred share awards under the Prudential Annual Incentive Plan				
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Price(s)	Volume(s)					
USD 45.27	2,416					
d)	Aggregated information - Aggregated volume - Price	2,416 USD 45.27				
e)	Date of the transaction(s)	2017-05-26				
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.

#### **Contact**

Anne Olayinka, Trainee Company Secretarial Assistant, +44 (0)20 7548 3931  
Jennie Webb, Share Plans Manager, +44 (0)20 7548 2027

11 July 2017, 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*), Nicolaos Andreas Nicandrou ACA, Penelope Jane James ACA, John William Foley, Anne Helen Richards, Barry Lee Stowe and Tony Paul Wilkey

#### *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 and Jonathan Adair Lord Turner FRS

\* For identification purposes