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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**

| 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) | (i) Acquisition of shares under the dividend re-investment associated with the Prudential Group Share Incentive Plan (ii) Acquisition of shares 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></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>(i)</td> <td>GBP 17.92</td> <td>3</td> </tr> <tr> <td>(ii)</td> <td>GBP 17.405</td> <td>1,342</td> </tr> </tbody> </table> | | | Price(s) | Volume(s) | (i) | GBP 17.92 | 3 | (ii) | GBP 17.405 | 1,342 |
| | Price(s) | Volume(s) | | | | | | | | | | |
| (i) | GBP 17.92 | 3 | | | | | | | | | | |
| (ii) | GBP 17.405 | 1,342 | | | | | | | | | | |

| | | |
|----|--|------------------------|
| d) | Aggregated information - Aggregated volume - Price | 1,345 GBP 17.406149 |
| e) | Date of the transaction(s) | 2017-10-05 |
| f) | Place of the transaction(s) | 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 | American Depositary Receipt (“ADR”) 74435K204 | | | | |
| 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 46.98</td> <td>508</td> </tr> </tbody> </table> | Price(s) | Volume(s) | USD 46.98 | 508 |
| Price(s) | Volume(s) | | | | | |
| USD 46.98 | 508 | | | | | |
| d) | Aggregated information - Aggregated volume - Price | 508 USD 46.98 | | | | |
| e) | Date of the transaction(s) | 2017-10-05 | | | | |
| f) | Place of the transaction(s) | New York 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 | Executive 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) | (i) Acquisition of shares under the dividend re-investment associated with the Prudential Group Share Incentive Plan (ii) Acquisition of shares 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></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>(i)</td> <td>GBP 17.92</td> <td>14</td> </tr> <tr> <td>(ii)</td> <td>GBP 17.405</td> <td>834</td> </tr> </tbody> </table> | | Price(s) | Volume(s) | (i) | GBP 17.92 | 14 | (ii) | GBP 17.405 | 834 |
| | Price(s) | Volume(s) | | | | | | | | | |
| (i) | GBP 17.92 | 14 | | | | | | | | | |
| (ii) | GBP 17.405 | 834 | | | | | | | | | |
| d) | Aggregated information - Aggregated volume - Price | 848 GBP 17.4135024 | | | | | | | | | |
| e) | Date of the transaction(s) | 2017-10-05 | | | | | | | | | |
| f) | Place of the transaction(s) | London Stock Exchange | | | | | | | | | |

| 1 | Details of the person discharging managerial responsibilities / person closely associated | | | | | | | | | | |
|----------|--|---|--|----------|-----------|-----|-----------|---|------|------------|-------|
| a) | Name | John Foley | | | | | | | | | |
| 2 | Reason for the notification | | | | | | | | | | |
| a) | Position/status | Executive 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) | (i) Acquisition of shares under the dividend re-investment associated with the Prudential Group Share Incentive Plan (ii) Acquisition of shares 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></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>(i)</td> <td>GBP 17.92</td> <td>5</td> </tr> <tr> <td>(ii)</td> <td>GBP 17.405</td> <td>1,184</td> </tr> </tbody> </table> | | Price(s) | Volume(s) | (i) | GBP 17.92 | 5 | (ii) | GBP 17.405 | 1,184 |
| | Price(s) | Volume(s) | | | | | | | | | |
| (i) | GBP 17.92 | 5 | | | | | | | | | |
| (ii) | GBP 17.405 | 1,184 | | | | | | | | | |
| d) | Aggregated information - Aggregated volume - Price | 1,189 GBP 17.407166 | | | | | | | | | |
| e) | Date of the transaction(s) | 2017-10-05 | | | | | | | | | |
| f) | Place of the transaction(s) | London Stock Exchange | | | | | | | | | |

| 1 | Details of the person discharging managerial responsibilities / person closely associated | | | | | |
|------------|--|---|----------|-----------|------------|-----|
| a) | Name | Anne Richards | | | | |
| 2 | Reason for the notification | | | | | |
| a) | Position/status | Executive 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) | Acquisition of shares 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>GBP 17.405</td> <td>276</td> </tr> </tbody> </table> | Price(s) | Volume(s) | GBP 17.405 | 276 |
| Price(s) | Volume(s) | | | | | |
| GBP 17.405 | 276 | | | | | |
| d) | Aggregated information - Aggregated volume - Price | 276 GBP 17.405 | | | | |
| e) | Date of the transaction(s) | 2017-10-05 | | | | |
| f) | Place of the transaction(s) | London Stock Exchange | | | | |

| 1 | Details of the person discharging managerial responsibilities / person closely associated | | | | | |
|-----------|--|--|----------|-----------|-----------|-------|
| a) | Name | Barry Stowe | | | | |
| 2 | Reason for the notification | | | | | |
| a) | Position/status | Executive 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 | American Depositary Receipt (“ADR”) 74435K204 | | | | |
| 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 46.98</td> <td>1,158</td> </tr> </tbody> </table> | Price(s) | Volume(s) | USD 46.98 | 1,158 |
| Price(s) | Volume(s) | | | | | |
| USD 46.98 | 1,158 | | | | | |
| d) | Aggregated information - Aggregated volume - Price | 1,158 USD 46.98 | | | | |
| e) | Date of the transaction(s) | 2017-10-05 | | | | |
| f) | Place of the transaction(s) | New York Stock Exchange | | | | |

| 1 | Details of the person discharging managerial responsibilities / person closely associated | | | | | | | | | | |
|----------|--|---|--|----------|-----------|-----|-----------|---|------|------------|-----|
| a) | Name | Julian Adams | | | | | | | | | |
| 2 | Reason for the notification | | | | | | | | | | |
| a) | Position/status | Group Regulatory and Government Relations 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) | (i) Acquisition of shares under the dividend re-investment associated with the Prudential Group Share Incentive Plan (ii) Acquisition of shares in respect of dividends accruing to deferred share awards under the Prudential Annual Incentive Plan | | | | | | | | | |
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| | Price(s) | Volume(s) | | | | | | | | | |
| (i) | GBP 17.92 | 3 | | | | | | | | | |
| (ii) | GBP 17.405 | 401 | | | | | | | | | |
| d) | Aggregated information - Aggregated volume - Price | 404 GBP 17.408824 | | | | | | | | | |
| e) | Date of the transaction(s) | 2017-10-05 | | | | | | | | | |
| f) | Place of the transaction(s) | London Stock Exchange | | | | | | | | | |

| 1 | Details of the person discharging managerial responsibilities / person closely associated | | | | | | | | | | |
|----------|--|---|--|----------|-----------|-----|-----------|---|------|------------|-----|
| a) | Name | Raghunath Hariharan | | | | | | | | | |
| 2 | Reason for the notification | | | | | | | | | | |
| a) | Position/status | Director of Strategy and Capital Market Relations (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) Acquisition of shares under the dividend re-investment associated with the Prudential Group Share Incentive Plan (ii) Acquisition of shares in respect of dividends accruing to deferred share awards under the Prudential Annual Incentive Plan and the Group Deferred Bonus Plan | | | | | | | | | |
| 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>GBP 17.92</td> <td>3</td> </tr> <tr> <td>(ii)</td> <td>GBP 17.405</td> <td>172</td> </tr> </tbody> </table> | | Price(s) | Volume(s) | (i) | GBP 17.92 | 3 | (ii) | GBP 17.405 | 172 |
| | Price(s) | Volume(s) | | | | | | | | | |
| (i) | GBP 17.92 | 3 | | | | | | | | | |
| (ii) | GBP 17.405 | 172 | | | | | | | | | |
| d) | Aggregated information - Aggregated volume - Price | 175 GBP 17.413829 | | | | | | | | | |
| e) | Date of the transaction(s) | 2017-10-05 | | | | | | | | | |
| f) | Place of the transaction(s) | London Stock Exchange | | | | | | | | | |

| 1 | Details of the person discharging managerial responsibilities / person closely associated | | | | | | | | | | |
|----------|--|---|--|----------|-----------|-----|-----------|---|------|------------|-----|
| a) | Name | Jonathan Oliver | | | | | | | | | |
| 2 | Reason for the notification | | | | | | | | | | |
| a) | Position/status | Group Communications 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) | (i) Acquisition of shares under the dividend re-investment associated with the Prudential Group Share Incentive Plan (ii) Acquisition of shares in respect of dividends accruing to deferred share awards under the Prudential Annual Incentive Plan and the Group Deferred Bonus Plan | | | | | | | | | |
| 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>GBP 17.92</td> <td>8</td> </tr> <tr> <td>(ii)</td> <td>GBP 17.405</td> <td>123</td> </tr> </tbody> </table> | | Price(s) | Volume(s) | (i) | GBP 17.92 | 8 | (ii) | GBP 17.405 | 123 |
| | Price(s) | Volume(s) | | | | | | | | | |
| (i) | GBP 17.92 | 8 | | | | | | | | | |
| (ii) | GBP 17.405 | 123 | | | | | | | | | |
| d) | Aggregated information - Aggregated volume - Price | 131 GBP 17.4364504 | | | | | | | | | |
| e) | Date of the transaction(s) | 2017-10-05 | | | | | | | | | |
| f) | Place of the transaction(s) | London Stock Exchange | | | | | | | | | |

| 1 | Details of the person discharging managerial responsibilities / person closely associated | | | | | | | | | | |
|----------|--|---|--|----------|-----------|-----|-----------|---|------|------------|-----|
| a) | Name | Alan Porter | | | | | | | | | |
| 2 | Reason for the notification | | | | | | | | | | |
| a) | Position/status | Group General Counsel and Company Secretary (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) Acquisition of shares under the dividend re-investment associated with the Prudential Group Share Incentive Plan (ii) Acquisition of shares in respect of dividends accruing to deferred share awards under the Prudential Annual Incentive Plan and the Group Deferred Bonus Plan | | | | | | | | | |
| 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>GBP 17.92</td> <td>7</td> </tr> <tr> <td>(ii)</td> <td>GBP 17.405</td> <td>297</td> </tr> </tbody> </table> | | Price(s) | Volume(s) | (i) | GBP 17.92 | 7 | (ii) | GBP 17.405 | 297 |
| | Price(s) | Volume(s) | | | | | | | | | |
| (i) | GBP 17.92 | 7 | | | | | | | | | |
| (ii) | GBP 17.405 | 297 | | | | | | | | | |
| d) | Aggregated information - Aggregated volume - Price | 304 GBP 17.416859 | | | | | | | | | |
| e) | Date of the transaction(s) | 2017-10-05 | | | | | | | | | |
| f) | Place of the transaction(s) | 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 (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) | Acquisition of shares 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>GBP 17.405</td> <td>160</td> </tr> </tbody> </table> | Price(s) | Volume(s) | GBP 17.405 | 160 |
| Price(s) | Volume(s) | | | | | |
| GBP 17.405 | 160 | | | | | |
| d) | Aggregated information - Aggregated volume - Price | 160 GBP 17.405 | | | | |
| e) | Date of the transaction(s) | 2017-10-05 | | | | |
| f) | Place of the transaction(s) | London Stock Exchange | | | | |

| 1 | Details of the person discharging managerial responsibilities / person closely associated | | | | | |
|------------|--|--|----------|-----------|------------|-----|
| a) | Name | Tim Rolfe | | | | |
| 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) | Acquisition of shares in respect of dividends accruing to deferred share awards under the Prudential Annual Incentive Plan and the Group Deferred Bonus 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>GBP 17.405</td> <td>359</td> </tr> </tbody> </table> | Price(s) | Volume(s) | GBP 17.405 | 359 |
| Price(s) | Volume(s) | | | | | |
| GBP 17.405 | 359 | | | | | |
| d) | Aggregated information - Aggregated volume - Price | 359 GBP 17.405 | | | | |
| e) | Date of the transaction(s) | 2017-10-05 | | | | |
| f) | Place of the transaction(s) | London Stock Exchange | | | | |

| 1 | Details of the person discharging managerial responsibilities / person closely associated | | | | | |
|-------------|--|---|----------|-----------|-------------|----|
| a) | Name | Howard Davies | | | | |
| 2 | Reason for the notification | | | | | |
| a) | Position/status | Non-Executive 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) | Acquisition of shares under the Dividend Re-investment Plan for ordinary shareholders | | | | |
| c) | Price(s) and volume(s) | <table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>GBP 17.7533</td> <td>74</td> </tr> </tbody> </table> | Price(s) | Volume(s) | GBP 17.7533 | 74 |
| Price(s) | Volume(s) | | | | | |
| GBP 17.7533 | 74 | | | | | |
| d) | Aggregated information - Aggregated volume - Price | 74 GBP 17.7533 | | | | |
| e) | Date of the transaction(s) | 2017-10-05 | | | | |
| f) | Place of the transaction(s) | London Stock Exchange | | | | |

| 1 | Details of the person discharging managerial responsibilities / person closely associated | | | | | |
|-------------|--|---|----------|-----------|-------------|----|
| a) | Name | Lord Turner | | | | |
| 2 | Reason for the notification | | | | | |
| a) | Position/status | Non-Executive 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) | Acquisition of shares under the Dividend Re-investment Plan for ordinary shareholders | | | | |
| c) | Price(s) and volume(s) | <table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>GBP 17.7533</td> <td>52</td> </tr> </tbody> </table> | Price(s) | Volume(s) | GBP 17.7533 | 52 |
| Price(s) | Volume(s) | | | | | |
| GBP 17.7533 | 52 | | | | | |
| d) | Aggregated information - Aggregated volume - Price | 52 GBP 17.7533 | | | | |
| e) | Date of the transaction(s) | 2017-10-05 | | | | |
| f) | Place of the transaction(s) | 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.

Contact

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6 October 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*), Mark Thomas FitzPatrick CA, John William Foley, Nicolaos Andreas Nicandrou ACA, Anne Helen Richards and Barry Lee Stowe

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, Jonathan Adair Lord Turner FRS and Thomas Ros Watjen

* For identification purposes