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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 | 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>GBP 14.2716</td> <td>12</td> </tr> </tbody> </table> | Price(s) | Volume(s) | GBP 14.2716 | 12 |
| Price(s) | Volume(s) | | | | | |
| GBP 14.2716 | 12 | | | | | |
| d) | Aggregated information - Aggregated volume - Price | 12 GBP 14.2716 | | | | |
| e) | Date of the transaction | 2018-12-10 | | | | |
| 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 | Chief Financial 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) | | | | | |
| GBP 14.2716 | 14 | | | | | |
| d) | Aggregated information - Aggregated volume - Price | 14 GBP 14.2716 | | | | |
| e) | Date of the transaction | 2018-12-10 | | | | |
| f) | Place of the transaction | 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 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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| GBP 14.2716 | 13 | | | | | |
| d) | Aggregated information - Aggregated volume - Price | 13 GBP 14.2716 | | | | |
| e) | Date of the transaction | 2018-12-10 | | | | |
| f) | Place of the transaction | 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 | | | | |
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| f) | Place of the transaction | London 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 | | | | | |
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| b) | LEI | 5493001Z3ZE83NGK8Y12 | | | | |
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| e) | Date of the transaction | 2018-12-10 | | | | |
| f) | Place of the transaction | 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 | | | | |
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| Price(s) | Volume(s) | | | | | |
| GBP 14.2716 | 11 | | | | | |
| d) | Aggregated information - Aggregated volume - Price | 11 GBP 14.2716 | | | | |
| e) | Date of the transaction | 2018-12-10 | | | | |
| f) | Place of the transaction | 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 | | | | |
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| e) | Date of the transaction | 2018-12-10 | | | | |
| 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.

Contact

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Chris Smith, Deputy Group Secretary, +44 (0)20 7548 3578

11 December 2018, 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, Stuart James Turner FCA, John William Foley, Nicolaos Andreas Nicandrou ACA 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, Thomas Ros Watjen and Jane Fields Wicker-Miurin OBE

* For identification purposes