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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 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 13.76</td> <td>8</td> </tr> <tr> <td>(ii)</td> <td>GBP 14.27</td> <td>1,858</td> </tr> </tbody> </table>		Price(s)	Volume(s)	(i)	GBP 13.76	8	(ii)	GBP 14.27	1,858
	Price(s)	Volume(s)									
(i)	GBP 13.76	8									
(ii)	GBP 14.27	1,858									
d)	Aggregated information - Aggregated volume - Price	1,866 GBP 14.267814									

e)	Date of the transaction(s)	2019-10-04
f)	Place of the transactions(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									
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 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 Annual Incentive Plan									
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	Price(s)	Volume(s)									
(i)	GBP 13.76	4									
(ii)	GBP 14.27	709									
d)	Aggregated information - Aggregated volume - Price	713 GBP 14.267139									
e)	Date of the transactions	2019-10-04									
f)	Place of the transactions	London Stock Exchange									

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) Acquisition of shares under the Dividend Re-investment Plan for ordinary shareholders (ii) Acquisition of shares under the dividend re-investment associated with the Prudential Group Share Incentive Plan (iii) Acquisition of shares in respect of dividends accruing to deferred share awards under the Annual Incentive Plan												
c)	Price(s) and volume(s) <table border="1" data-bbox="641 1055 1321 1359"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>(i)</td> <td>GBP 13.91</td> <td>353</td> </tr> <tr> <td>(ii)</td> <td>GBP 13.76</td> <td>10</td> </tr> <tr> <td>(iii)</td> <td>GBP 14.27</td> <td>242</td> </tr> </tbody> </table>		Price(s)	Volume(s)	(i)	GBP 13.91	353	(ii)	GBP 13.76	10	(iii)	GBP 14.27	242
	Price(s)	Volume(s)											
(i)	GBP 13.91	353											
(ii)	GBP 13.76	10											
(iii)	GBP 14.27	242											
d)	Aggregated information - Aggregated volume - Price 605 GBP 14.051521												
e)	Date of the transaction(s) 2019-10-04												
f)	Place of the transaction(s) London Stock Exchange												

1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	Michael Falcon				
2	Reason for the notification					
a)	Position/status	Chief Executive Officer of Jackson Holdings LLC (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 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 35.53</td> <td>302</td> </tr> </tbody> </table>	Price(s)	Volume(s)	USD 35.53	302
Price(s)	Volume(s)					
USD 35.53	302					
d)	Aggregated information - Aggregated volume - Price	302 USD 35.53				
e)	Date of the transaction(s)	2019-10-04				
f)	Place of the transaction(s)	New York 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	Chief Executive M&G PLC (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 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 13.76</td> <td>10</td> </tr> <tr> <td>(ii)</td> <td>GBP 14.27</td> <td>1,091</td> </tr> </tbody> </table>		Price(s)	Volume(s)	(i)	GBP 13.76	10	(ii)	GBP 14.27	1,091
	Price(s)	Volume(s)									
(i)	GBP 13.76	10									
(ii)	GBP 14.27	1,091									
d)	Aggregated information - Aggregated volume - Price	1,101 GBP 14.265368									
e)	Date of the transaction(s)	2019-10-04									
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 of 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 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 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 13.76</td> <td>22</td> </tr> <tr> <td>(ii)</td> <td>GBP 14.27</td> <td>1,262</td> </tr> </tbody> </table>		Price(s)	Volume(s)	(i)	GBP 13.76	22	(ii)	GBP 14.27	1,262
	Price(s)	Volume(s)									
(i)	GBP 13.76	22									
(ii)	GBP 14.27	1,262									
d)	Aggregated information - Aggregated volume - Price	1,284 GBP 14.261262									
e)	Date of the transaction(s)	2019-10-04									
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 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 14.27</td> <td>885</td> </tr> </tbody> </table>	Price(s)	Volume(s)	GBP 14.27	885
Price(s)	Volume(s)					
GBP 14.27	885					
d)	Aggregated information - Aggregated volume - Price	885 GBP 14.27				
e)	Date of the transaction(s)	2019-10-04				
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 14.4803</td> <td>109</td> </tr> </tbody> </table>	Price(s)	Volume(s)	GBP 14.4803	109
Price(s)	Volume(s)					
GBP 14.4803	109					
d)	Aggregated information - Aggregated volume - Price	109 GBP 14.4803				
e)	Date of the transaction(s)	2019-10-04				
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)	(i) Acquisition of shares under the dividend re-investment associated with the Prudential Corporation Asia All Employee Share Purchase Plan (ii) Acquisition of shares in respect of dividends accruing to deferred share awards under the Prudential Corporation Asia 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 13.81</td> <td>27</td> </tr> <tr> <td>(ii)</td> <td>GBP 14.27</td> <td>536</td> </tr> </tbody> </table>		Price(s)	Volume(s)	(i)	GBP 13.81	27	(ii)	GBP 14.27	536
	Price(s)	Volume(s)									
(i)	GBP 13.81	27									
(ii)	GBP 14.27	536									
d)	Aggregated information - Aggregated volume - Price	563 GBP 14.24794									
e)	Date of the transaction(s)	2019-10-04									
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

Jennie Webb, Share Plans and Share Capital Manager, +44 (0)20 3977 9750
Chris Smith, Deputy Group Secretary, +44 (0)20 3977 9639

7 October 2019, 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

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 Amy Yok Tak Yip

* *For identification purposes*