

Hong Kong Exchanges and Clearing Limited, The Stock Exchange of Hong Kong Limited and the Singapore Exchange Securities Trading Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



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 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	(i) Exercise of option over notional ADRs (including related dividend equivalents); and (ii) Receiving a gross cash amount of USD 961,409.89 in accordance with the terms of that option.

c)	Price(s) and volume(s)	(i) Exercise of option: <table border="1" data-bbox="705 188 1249 309"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>USD 0.12642</td> <td>36,958</td> </tr> </table> (ii) Receipt of a gross cash amount USD 961,409.89	Price(s)	Volume(s)	USD 0.12642	36,958
Price(s)	Volume(s)					
USD 0.12642	36,958					
d)	Aggregated information - Aggregated volume - Price	(i) Exercise of option: <table border="1" data-bbox="705 568 1249 689"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>USD 0.12642</td> <td>36,958</td> </tr> </table> (ii) Receipt of a gross cash amount USD 961,409.89	Price(s)	Volume(s)	USD 0.12642	36,958
Price(s)	Volume(s)					
USD 0.12642	36,958					
e)	Date of the transaction	2020-03-27				
f)	Place of the transaction	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 nor with the Prudential Assurance Company, a subsidiary of M&G plc, a company incorporated in the United Kingdom.

Contact

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

30 March 2020, 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

Jeremy David Bruce Anderson CBE, 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 Yok Tak Amy Yip

* For identification purposes