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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(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 14.832526</td> <td>5</td> </tr> <tr> <td>(ii)</td> <td>GBP 15.07</td> <td>783</td> </tr> </tbody> </table>		Price(s)	Volume(s)	(i)	GBP 14.832526	5	(ii)	GBP 15.07	783
	Price(s)	Volume(s)									
(i)	GBP 14.832526	5									
(ii)	GBP 15.07	783									
d)	Aggregated information - Aggregated volume - Price	788 GBP 15.07									
e)	Date of the transaction(s)	2021.05.21									
f)	Place of the transaction(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 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"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>(i)</td> <td>GBP 14.8551</td> <td>217</td> </tr> <tr> <td>(ii)</td> <td>GBP 14.832526</td> <td>3</td> </tr> <tr> <td>(iii)</td> <td>GBP 15.07</td> <td>456</td> </tr> </tbody> </table>		Price(s)	Volume(s)	(i)	GBP 14.8551	217	(ii)	GBP 14.832526	3	(iii)	GBP 15.07	456
	Price(s)	Volume(s)												
(i)	GBP 14.8551	217												
(ii)	GBP 14.832526	3												
(iii)	GBP 15.07	456												
d)	Aggregated information - Aggregated volume - Price	676 GBP 15.00												
e)	Date of the transaction(s)	2021.05.21												
f)	Place of the transaction(s)	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 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"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>(i)</td> <td>GBP 15.025</td> <td>226</td> </tr> <tr> <td>(ii)</td> <td>GBP 14.832526</td> <td>4</td> </tr> <tr> <td>(iii)</td> <td>GBP 15.07</td> <td>348</td> </tr> </tbody> </table>		Price(s)	Volume(s)	(i)	GBP 15.025	226	(ii)	GBP 14.832526	4	(iii)	GBP 15.07	348
	Price(s)	Volume(s)												
(i)	GBP 15.025	226												
(ii)	GBP 14.832526	4												
(iii)	GBP 15.07	348												
d)	Aggregated information - Aggregated volume - Price	578 GBP 15.05												
e)	Date of the transaction(s)	2021.05.21												
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, 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 (iii) Acquisition of shares under the dividend re-investment associated with the Prudential Corporation Asia All Employee Share Purchase 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 14.832526</td> <td>9</td> </tr> <tr> <td>(ii)</td> <td>GBP 15.07</td> <td>676</td> </tr> <tr> <td>(iii)</td> <td>GBP 14.92</td> <td>3</td> </tr> </tbody> </table>		Price(s)	Volume(s)	(i)	GBP 14.832526	9	(ii)	GBP 15.07	676	(iii)	GBP 14.92	3
	Price(s)	Volume(s)												
(i)	GBP 14.832526	9												
(ii)	GBP 15.07	676												
(iii)	GBP 14.92	3												
d)	Aggregated information - Aggregated volume - Price	688 GBP 15.07												
e)	Date of the transaction(s)	2021.05.21												
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 15.07</td> <td>525</td> </tr> </tbody> </table>	Price(s)	Volume(s)	GBP 15.07	525
Price(s)	Volume(s)					
GBP 15.07	525					
d)	Aggregated information - Aggregated volume - Price	525 GBP 15.07				
e)	Date of the transaction(s)	2021.05.21				
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. (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"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>(i)</td> <td>GBP 14.92</td> <td>2</td> </tr> <tr> <td>(ii)</td> <td>GBP 15.07</td> <td>206</td> </tr> <tr> <td>(iii)</td> <td>GBP 15.07</td> <td>45</td> </tr> </tbody> </table>		Price(s)	Volume(s)	(i)	GBP 14.92	2	(ii)	GBP 15.07	206	(iii)	GBP 15.07	45
	Price(s)	Volume(s)												
(i)	GBP 14.92	2												
(ii)	GBP 15.07	206												
(iii)	GBP 15.07	45												
d)	Aggregated information - Aggregated volume - Price	253 GBP 15.07												
e)	Date of the transaction(s)	2021.05.21												
f)	Place of the transaction(s)	London Stock Exchange												

Additional information

About Prudential plc

Prudential plc is an Asia-led portfolio of businesses focused on structural growth markets. The business helps people get the most out of life through life and health insurance and retirement and asset management solutions. Prudential plc has 17 million life customers in its Asia and Africa businesses and is listed on stock exchanges in London, Hong Kong, Singapore and New York. 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 Limited, 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

Sylvia Edwards, Deputy Group Secretary, +44 (0)20 3977 9214

25 May 2021, London

As at the date of this announcement, the Board of Directors of Prudential plc comprises:

Chair

Baroness Shriti Vinodkant Vadera

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, Chua Sock Koong CFA, David John Alexander Law ACA, Ming Lu,

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,

Jeanette Kai Yuan Wong and Yok Tak Amy Yip

** For identification purposes*