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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	American Depositary Receipt ("ADR") GB0007099541
b)	Nature of the transactions	(i) Acquisition of ADRs for nil consideration following the release of an award made in 2014 under the Prudential Long Term Incentive Plan by the trustee of the Prudential plc Employee Share Trust (the "Trustee") (ii) Acquisition of ADRs for nil consideration following the release of an award made in 2014 under the Annual Incentive Plan by the Trustee (iii) Sale of ADRs in relation to the transactions described in (i) & (ii) above only to cover withholding tax and fees.

c)	Price(s) and volume(s)		Price(s)	Volume(s)
		(i)	Nil	92,220
		(ii)	Nil	54,289
		(iii)	USD 41.5845	62,553
d)	Aggregated information - Aggregated volume - Price	N/A		
e)	Date of the transactions	2017-04-03		
f)	Place of the transactions	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	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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a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 5 pence each GB0007099541															
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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>Nil</td><td>102,158</td></tr> <tr> <td>(ii)</td><td>Nil</td><td>38,024</td></tr> <tr> <td>(iii)</td><td>£16.625</td><td>140,182</td></tr> <tr> <td>(iv)</td><td>£16.625</td><td>5,985</td></tr> </tbody> </table>		Price(s)	Volume(s)	(i)	Nil	102,158	(ii)	Nil	38,024	(iii)	£16.625	140,182	(iv)	£16.625	5,985
	Price(s)	Volume(s)															
(i)	Nil	102,158															
(ii)	Nil	38,024															
(iii)	£16.625	140,182															
(iv)	£16.625	5,985															
d)	Aggregated information - Aggregated volume - Price	N/A															
e)	Date of the transactions	2017-04-03															
f)	Place of the transactions	London Stock Exchange															

1	Details of the person discharging managerial responsibilities / person closely associated													
a)	Name	Penelope James												
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												
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 for nil consideration following the release of an award made in 2014 under the Prudential Long Term Incentive Plan by the trustee of the Prudential plc Employee Share Trust (the "Trustee") (ii) Acquisition of shares for nil consideration following the release of an award made in 2014 under the Group Deferred Bonus Plan by the Trustee (iii) Sale of shares in relation to the transactions described in (i) & (ii) above only to cover withholding tax and fees												
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	Price(s)	Volume(s)												
(i)	Nil	23,364												
(ii)	Nil	5,064												
(iii)	£16.625	13,376												
d)	Aggregated information - Aggregated volume - Price	N/A												
e)	Date of the transactions	2017-04-03												
f)	Place of the transactions	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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a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 5 pence each GB0007099541												
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	Price(s)	Volume(s)												
(i)	Nil	97,065												
(ii)	Nil	33,968												
(iii)	£16.625	131,033												
d)	Aggregated information - Aggregated volume - Price	N/A												
e)	Date of the transactions	2017-04-03												
f)	Place of the transactions	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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c)	Price(s) and volume(s)	<table><tr><td></td><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>(i)</td><td>Nil</td><td>22,807</td></tr><tr><td>(ii)</td><td>£16.63</td><td>22,807</td></tr></table>			Price(s)	Volume(s)	(i)	Nil	22,807	(ii)	£16.63	22,807
	Price(s)	Volume(s)										
(i)	Nil	22,807										
(ii)	£16.63	22,807										
d)	Aggregated information - Aggregated volume - Price	N/A										
e)	Date of the transactions	2017-04-04										
f)	Place of the transactions	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															
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	Price(s)	Volume(s)															
(i)	Nil	42,748															
(ii)	Nil	16,475															
(iii)	USD 41.5845	59,223															
(iv)	USD 41.4358	46,132															
d)	Aggregated information - Aggregated volume - Price	N/A															
e)	Date of the transactions	2017-04-03															
f)	Place of the transactions	New York Stock Exchange															

1	Details of the person discharging managerial responsibilities / person closely associated																
a)	Name	Tony Wilkey															
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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	Price(s)	Volume(s)															
(i)	Nil	17,072															
(ii)	Nil	45,870															
(iii)	Nil	84,595															
(iv)	£16.625	147,537															
d)	Aggregated information - Aggregated volume - Price	N/A															
e)	Date of the transactions	2017-04-03															
f)	Place of the transactions	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 & 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												
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	Price(s)	Volume(s)												
(i)	Nil	16,174												
(ii)	Nil	3,957												
(iii)	£16.625	20,131												
d)	Aggregated information - Aggregated volume - Price	N/A												
e)	Date of the transactions	2017-04-03												
f)	Place of the transactions	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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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>Nil</td><td>7,457</td></tr> <tr> <td>(ii)</td><td>Nil</td><td>1,972</td></tr> <tr> <td>(iii)</td><td>£16.625</td><td>4,437</td></tr> </tbody> </table>		Price(s)	Volume(s)	(i)	Nil	7,457	(ii)	Nil	1,972	(iii)	£16.625	4,437
	Price(s)	Volume(s)												
(i)	Nil	7,457												
(ii)	Nil	1,972												
(iii)	£16.625	4,437												
d)	Aggregated information - Aggregated volume - Price	N/A												
e)	Date of the transactions	2017-04-03												
f)	Place of the transactions	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																
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	Price(s)	Volume(s)															
(i)	Nil	19,111															
(ii)	Nil	5,048															
(iii)	£16.625	24,159															
(iv)	£16.625	1,467															
d)	Aggregated information - Aggregated volume - Price	N/A															
e)	Date of the transactions	2017-04-03															
f)	Place of the transactions	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												
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	Price(s)	Volume(s)												
(i)	Nil	17,972												
(ii)	Nil	4,648												
(iii)	£16.625	22,620												
d)	Aggregated information - Aggregated volume - Price	N/A												
e)	Date of the transactions	2017-04-03												
f)	Place of the transactions	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									
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a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 5 pence each GB0007099541									
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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>£16.75</td><td>263,401</td></tr> <tr> <td>(ii)</td><td>£16.75</td><td>51,371</td></tr> </tbody> </table>		Price(s)	Volume(s)	(i)	£16.75	263,401	(ii)	£16.75	51,371
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(i)	£16.75	263,401									
(ii)	£16.75	51,371									
d)	Aggregated information - Aggregated volume - Price	N/A									
e)	Date of the transactions	2017-04-04									
f)	Place of the transactions	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 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									
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a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 5 pence each GB0007099541									
b)	Nature of the transactions	(i) Receipt of an award under the Prudential Long Term Incentive Plan to be released in April 2020 subject to the achievement of performance criteria (ii) Receipt of an award under the Annual Incentive Plan to be released in April 2020									
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>£16.75</td><td>108,357</td></tr> <tr> <td>(ii)</td><td>£16.75</td><td>29,504</td></tr> </tbody> </table>		Price(s)	Volume(s)	(i)	£16.75	108,357	(ii)	£16.75	29,504
	Price(s)	Volume(s)									
(i)	£16.75	108,357									
(ii)	£16.75	29,504									
d)	Aggregated information - Aggregated volume - Price	N/A									
e)	Date of the transactions	2017-04-04									
f)	Place of the transactions	London Stock Exchange									

1	Details of the person discharging managerial responsibilities / person closely associated										
a)	Name	Penelope James									
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									
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) Receipt of an award under the Prudential Long Term Incentive Plan to be released in April 2020 subject to the achievement of performance criteria (ii) Receipt of an award under the Annual Incentive Plan to be released in April 2020									
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>£16.75</td><td>95,073</td></tr> <tr> <td>(ii)</td><td>£16.75</td><td>22,966</td></tr> </tbody> </table>		Price(s)	Volume(s)	(i)	£16.75	95,073	(ii)	£16.75	22,966
	Price(s)	Volume(s)									
(i)	£16.75	95,073									
(ii)	£16.75	22,966									
d)	Aggregated information - Aggregated volume - Price	N/A									
e)	Date of the transactions	2017-04-04									
f)	Place of the transactions	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 transactions	(i) Receipt of an award under the Prudential Long Term Incentive Plan to be released in April 2020 subject to the achievement of performance criteria (ii) Receipt of an award under the Annual Incentive Plan to be released in April 2020									
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>£16.75</td><td>114,177</td></tr> <tr> <td>(ii)</td><td>£16.75</td><td>30,352</td></tr> </tbody> </table>		Price(s)	Volume(s)	(i)	£16.75	114,177	(ii)	£16.75	30,352
	Price(s)	Volume(s)									
(i)	£16.75	114,177									
(ii)	£16.75	30,352									
d)	Aggregated information - Aggregated volume - Price	N/A									
e)	Date of the transactions	2017-04-04									
f)	Place of the transactions	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 transactions	(i) Receipt of an award under the Prudential Long Term Incentive Plan to be released in April 2020 subject to the achievement of performance criteria (ii) Receipt of an award under the Annual Incentive Plan to be released in April 2020									
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>£16.75</td><td>107,461</td></tr> <tr> <td>(ii)</td><td>£16.75</td><td>32,668</td></tr> </tbody> </table>		Price(s)	Volume(s)	(i)	£16.75	107,461	(ii)	£16.75	32,668
	Price(s)	Volume(s)									
(i)	£16.75	107,461									
(ii)	£16.75	32,668									
d)	Aggregated information - Aggregated volume - Price	N/A									
e)	Date of the transactions	2017-04-04									
f)	Place of the transactions	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") GB0007099541									
b)	Nature of the transactions	(i) Receipt of an award under the Prudential Long Term Incentive Plan to be released in April 2020 subject to the achievement of performance criteria (ii) Receipt of an award under the Annual Incentive Plan to be released in April 2020									
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>USD 42.12</td><td>123,845</td></tr> <tr> <td>(ii)</td><td>USD 42.12</td><td>67,267</td></tr> </tbody> </table>		Price(s)	Volume(s)	(i)	USD 42.12	123,845	(ii)	USD 42.12	67,267
	Price(s)	Volume(s)									
(i)	USD 42.12	123,845									
(ii)	USD 42.12	67,267									
d)	Aggregated information - Aggregated volume - Price	N/A									
e)	Date of the transactions	2017-04-04									
f)	Place of the transactions	New York Stock Exchange									

1	Details of the person discharging managerial responsibilities / person closely associated										
a)	Name	Tony Wilkey									
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 transactions	(i) Receipt of an award under the Prudential Long Term Incentive Plan to be released in April 2020 subject to the achievement of performance criteria (ii) Receipt of an award under the Annual Incentive Plan to be released in April 2020									
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>£16.75</td><td>139,340</td></tr> <tr> <td>(ii)</td><td>£16.75</td><td>37,209</td></tr> </tbody> </table>		Price(s)	Volume(s)	(i)	£16.75	139,340	(ii)	£16.75	37,209
	Price(s)	Volume(s)									
(i)	£16.75	139,340									
(ii)	£16.75	37,209									
d)	Aggregated information - Aggregated volume - Price	N/A									
e)	Date of the transactions	2017-04-04									
f)	Place of the transactions	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										
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) Receipt of an award under the Prudential Long Term Incentive Plan to be released in April 2020 subject to the achievement of performance criteria (ii) Receipt of an award under the Annual Incentive Plan to be released in April 2020									
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	Price(s)	Volume(s)									
(i)	£16.75	67,820									
(ii)	£16.75	21,071									
d)	Aggregated information - Aggregated volume - Price	N/A									
e)	Date of the transactions	2017-04-04									
f)	Place of the transactions	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 & 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									
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a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 5 pence each GB0007099541									
b)	Nature of the transactions	(i) Receipt of an award under the Prudential Long Term Incentive Plan to be released in April 2020 subject to the achievement of performance criteria (ii) Receipt of an award under the Annual Incentive Plan to be released in April 2020									
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	Price(s)	Volume(s)									
(i)	£16.75	45,729									
(ii)	£16.75	10,692									
d)	Aggregated information - Aggregated volume - Price	N/A									
e)	Date of the transactions	2017-04-04									
f)	Place of the transactions	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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a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 5 pence each GB0007099541									
b)	Nature of the transactions	(i) Receipt of an award under the Prudential Long Term Incentive Plan to be released in April 2020 subject to the achievement of performance criteria (ii) Receipt of an award under the Annual Incentive Plan to be released in April 2020									
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>£16.75</td><td>22,208</td></tr> <tr> <td>(ii)</td><td>£16.75</td><td>8,562</td></tr> </tbody> </table>		Price(s)	Volume(s)	(i)	£16.75	22,208	(ii)	£16.75	8,562
	Price(s)	Volume(s)									
(i)	£16.75	22,208									
(ii)	£16.75	8,562									
d)	Aggregated information - Aggregated volume - Price	N/A									
e)	Date of the transactions	2017-04-04									
f)	Place of the transactions	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 & 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									
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	Price(s)	Volume(s)									
(i)	£16.75	54,208									
(ii)	£16.75	16,883									
d)	Aggregated information - Aggregated volume - Price	N/A									
e)	Date of the transactions	2017-04-04									
f)	Place of the transactions	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									
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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>£16.75</td><td>60,893</td></tr> <tr> <td>(ii)</td><td>£16.75</td><td>18,970</td></tr> </tbody> </table>		Price(s)	Volume(s)	(i)	£16.75	60,893	(ii)	£16.75	18,970
	Price(s)	Volume(s)									
(i)	£16.75	60,893									
(ii)	£16.75	18,970									
d)	Aggregated information - Aggregated volume - Price	N/A									
e)	Date of the transactions	2017-04-04									
f)	Place of the transactions	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									
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	Price(s)	Volume(s)									
(i)	£16.75	56,716									
(ii)	£16.75	17,642									
d)	Aggregated information - Aggregated volume - Price	N/A									
e)	Date of the transactions	2017-04-04									
f)	Place of the transactions	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 Manager, +44 (0)20 7548 2027
Chris Smith, Deputy Company Secretary, +44 (0)20 7548 2115

4 April 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*), Nicolaos Andreas Nicandrou ACA, Penelope Jane James ACA, John William Foley, Anne Helen Richards, Barry Lee Stowe and Tony Paul Wilkey

Independent Non-executive Directors

Sir Howard John Davies, Ann Frances Godbehere FCPA FCGA, 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 and Jonathan Adair Lord Turner FRS

** For identification purposes*