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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") 74435K204
b)	Nature of the transactions	(i) Acquisition of ADRs for nil consideration following the release of an award made in 2015 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 2015 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	109,353
		(ii)	Nil	61,911
		(iii)	USD 49.2425	70,368
d)	Aggregated information - Aggregated volume - Price	N/A		
e)	Date of the transactions	2018-04-03		
f)	Place of the transactions	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	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												
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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	128,376												
(ii)	Nil	44,783												
(iii)	GBP 17.47423	81,468												
d)	Aggregated information - Aggregated volume - Price	N/A												
e)	Date of the transactions	2018-04-03												
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	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	108,838												
(ii)	Nil	30,662												
(iii)	GBP 17.47423	139,500												
d)	Aggregated information - Aggregated volume - Price	N/A												
e)	Date of the transactions	2018-04-03												
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												
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	Price(s)	Volume(s)												
(i)	Nil	55,513												
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d)	Aggregated information - Aggregated volume - Price	N/A												
e)	Date of the transactions	2018-04-03												
f)	Place of the transactions	New York 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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	Price(s)	Volume(s)												
(i)	Nil	19,782												
(ii)	Nil	3,917												
(iii)	GBP 17.47423	11,150												
d)	Aggregated information - Aggregated volume - Price	N/A												
e)	Date of the transactions	2018-04-03												
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 & 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										
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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>61,925</td></tr><tr><td>(ii)</td><td>GBP 17.47423</td><td>61,925</td></tr></table>			Price(s)	Volume(s)	(i)	Nil	61,925	(ii)	GBP 17.47423	61,925
	Price(s)	Volume(s)										
(i)	Nil	61,925										
(ii)	GBP 17.47423	61,925										
d)	Aggregated information - Aggregated volume - Price	N/A										
e)	Date of the transactions	2018-04-03										
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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	Price(s)	Volume(s)												
(i)	Nil	7,984												
(ii)	Nil	1,849												
(iii)	GBP 17.47423	9,833												
d)	Aggregated information - Aggregated volume - Price	N/A												
e)	Date of the transactions	2018-04-03												
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												
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	Price(s)	Volume(s)												
(i)	Nil	24,768												
(ii)	Nil	4,077												
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d)	Aggregated information - Aggregated volume - Price	N/A												
e)	Date of the transactions	2018-04-03												
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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(i)	Nil	56,971												
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(iii)	GBP 17.47423	61,490												
d)	Aggregated information - Aggregated volume - Price	N/A												
e)	Date of the transactions	2018-04-03												
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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	Price(s)	Volume(s)									
(i)	GBP 17.47	257,813									
(ii)	GBP 17.47	47,443									
d)	Aggregated information - Aggregated volume - Price	N/A									
e)	Date of the transactions	2018-04-04									
f)	Place of the transactions	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											
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b)	LEI	5493001Z3ZE83NGK8Y12										
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e)	Date of the transactions	2018-04-04										
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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											
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(i)	GBP 17.47	111,763										
(ii)	GBP 17.47	29,373										
d)	Aggregated information - Aggregated volume - Price	N/A										
e)	Date of the transactions	2018-04-04										
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	Executive 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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	Price(s)	Volume(s)									
(i)	GBP 17.47	138,846									
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d)	Aggregated information - Aggregated volume - Price	N/A									
e)	Date of the transactions	2018-04-04									
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									
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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 2021 subject to the achievement of performance criteria (ii) Receipt of an award under the Annual Incentive Plan to be released in April 2021									
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 17.47</td><td>105,094</td></tr> <tr> <td>(ii)</td><td>GBP 17.47</td><td>54,951</td></tr> </tbody> </table>		Price(s)	Volume(s)	(i)	GBP 17.47	105,094	(ii)	GBP 17.47	54,951
	Price(s)	Volume(s)									
(i)	GBP 17.47	105,094									
(ii)	GBP 17.47	54,951									
d)	Aggregated information - Aggregated volume - Price	N/A									
e)	Date of the transactions	2018-04-04									
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") 74435K204									
b)	Nature of the transactions	(i) Receipt of an award under the Prudential Long Term Incentive Plan to be released in April 2021 subject to the achievement of performance criteria (ii) Receipt of an award under the Annual Incentive Plan to be released in April 2021									
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 49.44</td><td>107,649</td></tr> <tr> <td>(ii)</td><td>USD 49.44</td><td>55,826</td></tr> </tbody> </table>		Price(s)	Volume(s)	(i)	USD 49.44	107,649	(ii)	USD 49.44	55,826
	Price(s)	Volume(s)									
(i)	USD 49.44	107,649									
(ii)	USD 49.44	55,826									
d)	Aggregated information - Aggregated volume - Price	N/A									
e)	Date of the transactions	2018-04-04									
f)	Place of the transactions	New York 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					
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	Receipt of an award under the Prudential Long Term Incentive Plan to be released in April 2021 subject to the achievement of performance criteria					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>GBP 17.47</td><td>89,439</td></tr></table>		Price(s)	Volume(s)	GBP 17.47	89,439
Price(s)	Volume(s)						
GBP 17.47	89,439						
d)	Aggregated information - Aggregated volume - Price	N/A					
e)	Date of the transactions	2018-04-04					
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 2021 subject to the achievement of performance criteria (ii) Receipt of an award under the Annual Incentive Plan to be released in April 2021									
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 17.47</td><td>66,399</td></tr> <tr> <td>(ii)</td><td>GBP 17.47</td><td>20,392</td></tr> </tbody> </table>		Price(s)	Volume(s)	(i)	GBP 17.47	66,399	(ii)	GBP 17.47	20,392
	Price(s)	Volume(s)									
(i)	GBP 17.47	66,399									
(ii)	GBP 17.47	20,392									
d)	Aggregated information - Aggregated volume - Price	N/A									
e)	Date of the transactions	2018-04-04									
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									
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 2021 subject to the achievement of performance criteria (ii) Receipt of an award under the Annual Incentive Plan to be released in April 2021									
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 17.47</td><td>21,751</td></tr> <tr> <td>(ii)</td><td>GBP 17.47</td><td>3,966</td></tr> </tbody> </table>		Price(s)	Volume(s)	(i)	GBP 17.47	21,751	(ii)	GBP 17.47	3,966
	Price(s)	Volume(s)									
(i)	GBP 17.47	21,751									
(ii)	GBP 17.47	3,966									
d)	Aggregated information - Aggregated volume - Price	N/A									
e)	Date of the transactions	2018-04-04									
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									
b)	Nature of the transactions	(i) Receipt of an award under the Prudential Long Term Incentive Plan to be released in April 2021 subject to the achievement of performance criteria (ii) Receipt of an award under the Annual Incentive Plan to be released in April 2021									
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 17.47</td><td>53,119</td></tr> <tr> <td>(ii)</td><td>GBP 17.47</td><td>15,588</td></tr> </tbody> </table>		Price(s)	Volume(s)	(i)	GBP 17.47	53,119	(ii)	GBP 17.47	15,588
	Price(s)	Volume(s)									
(i)	GBP 17.47	53,119									
(ii)	GBP 17.47	15,588									
d)	Aggregated information - Aggregated volume - Price	N/A									
e)	Date of the transactions	2018-04-04									
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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	Price(s)	Volume(s)									
(i)	GBP 17.47	59,645									
(ii)	GBP 17.47	17,511									
d)	Aggregated information - Aggregated volume - Price	N/A									
e)	Date of the transactions	2018-04-04									
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)	GBP 17.47	55,523									
(ii)	GBP 17.47	16,309									
d)	Aggregated information - Aggregated volume - Price	N/A									
e)	Date of the transactions	2018-04-04									
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 Group Secretary, +44 (0)20 7548 2115

4 April 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, Anne Helen Richards 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 and Thomas Ros Watjen

** For identification purposes*