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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	Acquisition of shares through the Prudential Group Share Incentive Plan					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>GBP 16.84</td><td>11</td></tr></table>		Price(s)	Volume(s)	GBP 16.84	11
Price(s)	Volume(s)						
GBP 16.84	11						
d)	Aggregated information - Aggregated volume - Price	11 GBP 16.84					
e)	Date of the transaction	2018-10-08					
f)	Place of the transaction	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						
a)	Name	Prudential plc					
b)	LEI	5493001Z3ZE83NGK8Y12					
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e)	Date of the transaction	2018-10-08					
f)	Place of the transaction	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 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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f)	Place of the transaction	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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Price(s)	Volume(s)					
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d)	Aggregated information - Aggregated volume - Price	11 GBP 16.84				
e)	Date of the transaction	2018-10-08				
f)	Place of the transaction	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					
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d)	Aggregated information - Aggregated volume - Price	12 GBP 16.84					
e)	Date of the transaction	2018-10-08					
f)	Place of the transaction	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					
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a)	Name	Prudential plc					
b)	LEI	5493001Z3ZE83NGK8Y12					
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Price(s)	Volume(s)						
GBP 16.84	9						
d)	Aggregated information - Aggregated volume - Price	9 GBP 16.84					
e)	Date of the transaction	2018-10-08					
f)	Place of the transaction	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					
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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

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9 October 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 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, Thomas Ros Watjen and Jane Fields Wicker-Miurin OBE

* For identification purposes