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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 transactions	(i) Acquisition of shares for nil consideration following the release of an award made in 2018 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 2018 under the Annual Incentive 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

c)	Price(s) and volume(s)		Price(s)	Volume(s)
		(i)	Nil	221,721
		(ii)	Nil	59,344
		(iii)	GBP 14.9984	132,234
d)	Aggregated information - Aggregated volume - Price	281,065 GBP 14.9984		
e)	Date of the transactions	2021-05-17		
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	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												
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	Price(s)	Volume(s)												
(i)	Nil	91,685												
(ii)	Nil	34,289												
(iii)	GBP 14.9984	59,269												
d)	Aggregated information - Aggregated volume - Price	125,974 GBP1 14.9984												
e)	Date of the transactions	2021-05-17												
f)	Place of the transactions	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										
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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) Acquisition of shares for nil consideration following the release of an award made in 2018 under the Prudential Long Term Incentive Plan by the trustee of the Prudential plc Employee Share Trust (the "Trustee") (ii) Sale of shares in relation to the transaction described in (i) above only to cover withholding tax and fees										
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	Price(s)	Volume(s)										
(i)	Nil	47,545										
(ii)	GBP 14.9984	11,276										
d)	Aggregated information - Aggregated volume - Price	47,545 GBP 14.9984										
e)	Date of the transactions	2021-05-17										
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 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												
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	Price(s)	Volume(s)												
(i)	Nil	119,407												
(ii)	Nil	38,511												
(iii)	GBP 14.9984	9,363												
d)	Aggregated information - Aggregated volume - Price	157,918 GBP 14.9984												
e)	Date of the transactions	2021-05-17												
f)	Place of the transactions	London Stock Exchange												

1	Details of the person discharging managerial responsibilities / person closely associated											
a)	Name	Laura Prieskorn										
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	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 2018 under the Prudential Long Term Incentive Plan by the trustee of the Prudential plc Employee Share Trust (the “Trustee”) (ii) Sale of shares in relation to the transaction described in (i) above only to cover withholding tax and fees										
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	Price(s)	Volume(s)										
(i)	Nil	44,252										
(ii)	GBP 14.9984	18,474										
d)	Aggregated information - Aggregated volume - Price	44,252 GBP 14.9984										
e)	Date of the transactions	2021-05-17										
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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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 2018 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 2018 under the Annual Incentive 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												
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>51,293</td></tr> <tr> <td>(ii)</td><td>Nil</td><td>21,902</td></tr> <tr> <td>(iii)</td><td>GBP 14.9984</td><td>34,437</td></tr> </tbody> </table>		Price(s)	Volume(s)	(i)	Nil	51,293	(ii)	Nil	21,902	(iii)	GBP 14.9984	34,437
	Price(s)	Volume(s)												
(i)	Nil	51,293												
(ii)	Nil	21,902												
(iii)	GBP 14.9984	34,437												
d)	Aggregated information - Aggregated volume - Price	73,195 GBP 14.9984												
e)	Date of the transactions	2021-05-17												
f)	Place of the transactions	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 transactions	(i) Acquisition of shares for nil consideration following the release of an award made in 2018 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 2019 under the PCA Deferred Bonus Plan by the Trustee (iii) Acquisition of shares for nil consideration following the release of an award made in 2018 under the PCA Long Term Incentive Plan by the trustee of the Prudential plc Employee Share Trust (the “Trustee”)												
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>8,360</td></tr> <tr> <td>(ii)</td><td>Nil</td><td>46,634</td></tr> <tr> <td>(iii)</td><td>Nil</td><td>23,752</td></tr> </tbody> </table>		Price(s)	Volume(s)	(i)	Nil	8,360	(ii)	Nil	46,634	(iii)	Nil	23,752
	Price(s)	Volume(s)												
(i)	Nil	8,360												
(ii)	Nil	46,634												
(iii)	Nil	23,752												
d)	Aggregated information - Aggregated volume - Price	78,746 N/A												
e)	Date of the transactions	2021-05-17												
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									
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 2024 subject to the achievement of performance criteria (ii) Receipt of an award under the Annual Incentive Plan to be released in April 2024									
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	Price(s)	Volume(s)									
(i)	GBP 15.05	305,382									
(ii)	GBP 15.05	28,074									
d)	Aggregated information - Aggregated volume - Price	333,456 GBP 15.05									
e)	Date of the transactions	2021-05-17									
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	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									
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	Price(s)	Volume(s)									
(i)	GBP 15.05	126,245									
(ii)	GBP 15.05	24,570									
d)	Aggregated information - Aggregated volume - Price	150,815 GBP 15.05									
e)	Date of the transactions	2021-05-17									
f)	Place of the transactions	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									
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	Price(s)	Volume(s)									
(i)	GBP 15.05	111,215									
(ii)	GBP 15.05	24,889									
d)	Aggregated information - Aggregated volume - Price	136,104 GBP 15.05									
e)	Date of the transactions	2021-05-17									
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 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									
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	Price(s)	Volume(s)									
(i)	GBP 15.05	165,836									
(ii)	GBP 15.05	33,225									
d)	Aggregated information - Aggregated volume - Price	199,061 GBP 15.05									
e)	Date of the transactions	2021-05-17									
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									
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	Price(s)	Volume(s)									
(i)	GBP 15.05	72,159									
(ii)	GBP 15.05	15,773									
d)	Aggregated information - Aggregated volume - Price	87,932 GBP 15.05									
e)	Date of the transactions	2021-05-17									
f)	Place of the transactions	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										
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	Price(s)	Volume(s)									
(i)	GBP 15.05	52,679									
(ii)	GBP 15.05	6,657									
d)	Aggregated information - Aggregated volume - Price	59,336 GBP 15.05									
e)	Date of the transactions	2021-05-17									
f)	Place of the transactions	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

18 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*