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**PRUDENTIAL**

**Prudential plc**

英國保誠有限公司\*

(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**

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>					
a)	Name	Lord Turner				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	Non-Executive Director (PDMR)				
b)	Initial notification /Amendment	Initial notification				
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
a)	Name	Prudential plc				
b)	LEI	5493001Z3ZE83NGK8Y12				
<b>4</b>	<b>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</b>					
a)	Description of the financial instrument, type of instrument	Ordinary shares of 5 pence each				
	Identification code	GB0007099541				
b)	Nature of the transaction	Acquisition of shares				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£13.975</td> <td>2,000</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£13.975	2,000
Price(s)	Volume(s)					
£13.975	2,000					
d)	Aggregated information					
	- Aggregated volume	2,000				
	- Price	£13.975				
e)	Date of the transaction	2016-09-29				
f)	Place of the transaction	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**

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30 September 2016, 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

\* *For identification purposes*