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Prudential plc
保誠有限公司*

*(Incorporated and registered in England and Wales with limited liability, registered 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

The attached announcement is being released to the other stock exchanges on which Prudential plc is listed.

30 October 2023, Hong Kong

As at the date of this announcement, the Board of Directors of Prudential plc comprises:

Chair

Shriti Vinodkant Vadera

Executive Director

Anil Wadhvani (*Chief Executive Officer*)

Independent Non-executive Directors

Jeremy David Bruce Anderson CBE, Arijit Basu, Chua Sock Koong, David John Alexander Law ACA, Ming Lu, George David Sartorel, Claudia Ricarda Rita Suessmuth Dyckerhoff, Jeanette Kai Yuan Wong and Yok Tak Amy Yip

** For identification purposes*

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	Avnish Kalra										
2	Reason for the notification											
a)	Position/status	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										
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	Ordinary shares of 5 pence each										
	Identification code	GB0007099541										
b)	Nature of the transaction(s)	(i) Acquisition of shares under the dividend re-investment associated with the Prudential Corporation Asia All Employee Share Purchase Plan (ii) Acquisition of shares in respect of dividends accruing to deferred share awards under the Prudential Corporation Asia Deferred Bonus Plan										
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 8.184083</td> <td>27</td> </tr> <tr> <td>(ii)</td> <td>HKD 82.00</td> <td>152</td> </tr> </tbody> </table>			Price(s)	Volume(s)	(i)	GBP 8.184083	27	(ii)	HKD 82.00	152
	Price(s)	Volume(s)										
(i)	GBP 8.184083	27										
(ii)	HKD 82.00	152										
d)	Aggregated information											
	- Aggregated volume	179										
	- Price	(i) GBP 8.184083 (ii) HKD 82.00										
e)	Date of the transaction(s)	2023-10-26										
f)	Place of the transaction(s)	(i) London Stock Exchange (ii) Hong Kong Stock Exchange										

1	Details of the person discharging managerial responsibilities / person closely associated											
a)	Name	Ben Bulmer										
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										
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)	GBP 8.184083	30										
(ii)	HKD 82.00	228										
d)	Aggregated information - Aggregated volume - Price	258 (i) GBP 8.184083 (ii) HKD 82.00										
e)	Date of the transaction(s)	2023-10-26										
f)	Place of the transaction(s)	(i) London Stock Exchange (ii) Hong Kong Stock Exchange										

1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	Bill Maldonado				
2	Reason for the notification					
a)	Position/status	Chief Executive Officer, Eastspring Investments Group (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(s)	Acquisition of shares under the dividend re-investment associated with the Prudential Corporation Asia All Employee Share Purchase Plan				
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Price(s)	Volume(s)					
GBP 8.184083	5					
d)	Aggregated information - Aggregated volume - Price	 5 GBP 8.184083				
e)	Date of the transaction(s)	2023-10-26				
f)	Place of the transaction(s)	London Stock Exchange				

1	Details of the person discharging managerial responsibilities / person closely associated											
a)	Name	Lilian Ng										
2	Reason for the notification											
a)	Position/status	Managing Director, Strategic Business Group (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(s)	(i) Acquisition of shares under the dividend re-investment associated with the Prudential Corporation Asia All Employee Share Purchase Plan (ii) Acquisition of shares in respect of dividends accruing to deferred share awards under the Prudential Corporation Asia Deferred Bonus Plan										
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	Price(s)	Volume(s)										
(i)	GBP 8.184083	30										
(ii)	HKD 82.00	695										
d)	Aggregated information - Aggregated volume - Price	725 (i) GBP 8.184083 (ii) HKD 82.00										
e)	Date of the transaction(s)	2023-10-26										
f)	Place of the transaction(s)	(i) London Stock Exchange (ii) Hong Kong Stock Exchange										

1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	Solmaz Altin				
2	Reason for the notification					
a)	Position/status	Managing Director, Strategic Business Group (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(s)	Acquisition of shares under the dividend re-investment associated with the Prudential Corporation Asia All Employee Share Purchase Plan				
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Price(s)	Volume(s)					
GBP 8.184083	2					
d)	Aggregated information - Aggregated volume - Price	 2 GBP 8.184083				
e)	Date of the transaction(s)	2023-10-26				
f)	Place of the transaction(s)	London Stock Exchange				

1	Details of the person discharging managerial responsibilities / person closely associated										
a)	Name	Dennis Tan									
2	Reason for the notification										
a)	Position/status	Managing Director, Strategic Business Group (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(s)	(i) Acquisition of shares under the dividend re-investment associated with the Prudential Corporation Asia All Employee Share Purchase Plan (ii) Acquisition of shares in respect of dividends accruing to deferred share awards under the Prudential Corporation Asia Deferred Bonus Plan									
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	Price(s)	Volume(s)									
(i)	GBP 8.184083	9									
(ii)	HKD 82.00	385									
d)	Aggregated information - Aggregated volume - Price	394 (i) GBP 8.184083 (ii) HKD 82.00									
e)	Date of the transaction(s)	2023-10-26									
f)	Place of the transaction(s)	(i) London Stock Exchange (ii) Hong Kong Stock Exchange									

Additional information

About Prudential plc

Prudential plc provides life and health insurance and asset management in 24 markets across Asia and Africa. Prudential's mission is to be the most trusted partner and protector for this generation and generations to come, by providing simple and accessible financial and health solutions. The business has dual primary listings on the Stock Exchange of Hong Kong (2378) and the London Stock Exchange (PRU). It also has a secondary listing on the Singapore Stock Exchange (K6S) and a listing on the New York Stock Exchange (PUK) in the form of American Depositary Receipts. It is a constituent of the Hang Seng Composite Index and is also included for trading in the Shenzhen-Hong Kong Stock Connect programme and the Shanghai-Hong Kong Stock Connect programme.

Prudential 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.

<https://www.prudentialplc.com/>

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