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(Incorporated and registered in England and Wales with limited liability, registered number 01397169)
(Stock Code: 2378)

## OVERSEAS REGULATORY ANNOUNCEMENT

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

12 July 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 Wadhwani (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

<sup>\*</sup> 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	Group Chief Risk and Compliance Officer (PDMR)		
b)	Initial notification /Amendment	Initial notification		
3	Details of the issuer, emission allowance market participant, auction platform or auctioneer			
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  GB0007099541		
	Identification code			
b)	Nature of the transaction	Acquisition of shares through the Prudential All Employee Share Purchase Plan		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		Price(s)	Volume(s)	
		GBP 10.339677	38	
d)	Aggregated information			
	- Aggregated volume	38		
	- Price	GBP 10.339677		
e)	Date of the transaction	2023-07-10		
f)	Place of the transaction	London Stock Exchange		

1	Details of the person discharging managerial responsibilities / person closely associated			
a)	Name	Solmaz Altin		
2	Reason for the notification	or 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 or auctioneer			
a)	Name	Prudential plc		
b)	LEI	5493001Z3ZE83NGK8Y12		
4	* *	on(s): section to be repeated for (i) each type of instrument; tion; (iii) each date; and (iv) each place where transactions		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 5 penc	e each	
	Identification code	GB0007099541		
b)	Nature of the transaction	Acquisition of shares through the Prudential All Employee Share Purchase Plan		
c)	Price(s) and volume(s)	D: (a)	V 1()	
		Price(s)	Volume(s)	
		GBP 10.339677	41	
d)	Aggregated information			
	- Aggregated volume	41		
	- Price	GBP 10.339677		
e)	Date of the transaction	2023-07-10		
f)	Place of the transaction	London Stock Exchange		

1	Details of the person discharging managerial responsibilities / person closely associated			
a)	Name	Lilian Ng		
2	Reason for the notification	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 or auctioneer			
a)	Name	Prudential plc		
b)	LEI	5493001Z3ZE83NGK8Y12		
4	* *	s of the transaction(s): section to be repeated for (i) each type of instrument; ch type of transaction; (iii) each date; and (iv) each place where transactions 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	Acquisition of shares through the Prudential All Employee Share Purchase Plan		
c)	Price(s) and volume(s)	Dri a a (a)	W-1(-)	
		Price(s)	Volume(s)	
		GBP 10.339677	38	
d)	Aggregated information			
	- Aggregated volume	38		
	- Price	GBP 10.339677		
e)	Date of the transaction	2023-07-10		
f)	Place of the transaction	London 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	Group Chief Financial Officer (PDMR)		
b)	Initial notification /Amendment	Initial notification		
3	Details of the issuer, emission allowance market participant, auction platform or auctioneer			
a)	Name	Prudential plc		
b)	LEI	5493001Z3ZE83NGK8Y12		
4	1	ection to be repeated for (i) each type of instrument; ii) each date; and (iv) each place where transactions		
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 through the Prudential All Employee Share Purchase Plan		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
			` ,	
		GBP 10.339677	38	
d)	Aggregated information			
	- Aggregated volume	38		
	- Price	GBP 10.339677		
e)	Date of the transaction	2023-07-10		
f)	Place of the transaction	London Stock Exchange		

#### **Additional information**

### **About Prudential plc**

Prudential plc provides life and health insurance and asset management in 24 markets across Asia and Africa. The business helps people get the most out of life, by making healthcare affordable and accessible and by promoting financial inclusion. Prudential protects people's wealth, helps them grow their assets, and empowers them to save for their goals. 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 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. <a href="https://www.prudentialplc.com/">https://www.prudentialplc.com/</a>

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