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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**

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 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	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 Group Share Incentive Plan				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>GBP 11.752254</td> <td>8</td> </tr> </tbody> </table>	Price(s)	Volume(s)	GBP 11.752254	8
Price(s)	Volume(s)					
GBP 11.752254	8					
d)	Aggregated information - Aggregated volume - Price	8 GBP 11.752254				
e)	Date of the transaction(s)	2023-05-23				
f)	Place of the transaction(s)	London 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 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 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				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>GBP 11.752254</td> <td>2</td> </tr> </tbody> </table>	Price(s)	Volume(s)	GBP 11.752254	2
Price(s)	Volume(s)					
GBP 11.752254	2					
d)	Aggregated information - Aggregated volume - Price	2 GBP 11.752254				
e)	Date of the transaction(s)	2023-05-23				
f)	Place of the transaction(s)	London Stock Exchange				

1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	Lilian Lup-Yin 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 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 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				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>GBP 11.752253</td> <td>41</td> </tr> </tbody> </table>	Price(s)	Volume(s)	GBP 11.752253	41
Price(s)	Volume(s)					
GBP 11.752253	41					
d)	Aggregated information - Aggregated volume - Price	41 GBP 11.752253				
e)	Date of the transaction(s)	2023-05-23				
f)	Place of the transaction(s)	London Stock Exchange				

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 Identification code	Ordinary shares of 5 pence each GB0007099541				
b)	Nature of the transaction(s)	Acquisition of shares under the Dividend Re-investment Plan for ordinary shareholders				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>GBP 11.83452</td> <td>871</td> </tr> </tbody> </table>	Price(s)	Volume(s)	GBP 11.83452	871
Price(s)	Volume(s)					
GBP 11.83452	871					
d)	Aggregated information - Aggregated volume - Price	871 GBP 11.83452				
e)	Date of the transaction(s)	2023-05-23				
f)	Place of the transaction(s)	London Stock Exchange				

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 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				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>GBP 11.752253</td> <td>36</td> </tr> </tbody> </table>	Price(s)	Volume(s)	GBP 11.752253	36
Price(s)	Volume(s)					
GBP 11.752253	36					
d)	Aggregated information - Aggregated volume - Price	36 GBP 11.752253				
e)	Date of the transaction(s)	2023-05-23				
f)	Place of the transaction(s)	London Stock Exchange				

1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	Thean Oon Dennis Tan				
2	Reason for the notification					
a)	Position/status	Managing Director, Strategic Business Group and CEO, Prudential Assurance Company, Singapore (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 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				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>GBP 11.752253</td> <td>11</td> </tr> </tbody> </table>	Price(s)	Volume(s)	GBP 11.752253	11
Price(s)	Volume(s)					
GBP 11.752253	11					
d)	Aggregated information - Aggregated volume - Price	11 GBP 11.752253				
e)	Date of the transaction(s)	2023-05-23				
f)	Place of the transaction(s)	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.

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26 May 2023, London

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*