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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.

21 May 2025, Hong Kong

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

Chair
Shriti Vadera

Executive Director
Anil Wadhvani (*Chief Executive Officer*)

Independent Non-executive Directors
Jeremy David Bruce Anderson CBE, Arijit Basu, Chua Sock Koong, Ming Lu, George David Sartorel,
Mark Vincent Thomas Saunders FIA, FASHK, 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	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				
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"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>GBP 8.650912</td> <td>91</td> </tr> </table>	Price(s)	Volume(s)	GBP 8.650912	91
Price(s)	Volume(s)					
GBP 8.650912	91					
d)	Aggregated information - Aggregated volume - Price	91 GBP 8.650912				
e)	Date of the transaction(s)	2025-05-19				
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	Regional CEO, Singapore, Thailand, Vietnam and Partnership Distribution (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 8.650912	43					
d)	Aggregated information - Aggregated volume - Price	43 GBP 8.650912				
e)	Date of the transaction(s)	2025-05-19				
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	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 Identification code	Ordinary shares of 5 pence each GB0007099541				
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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 8.650912</td> <td>84</td> </tr> </tbody> </table>	Price(s)	Volume(s)	GBP 8.650912	84
Price(s)	Volume(s)					
GBP 8.650912	84					
d)	Aggregated information - Aggregated volume - Price	84 GBP 8.650912				
e)	Date of the transaction(s)	2025-05-19				
f)	Place of the transaction(s)	London Stock Exchange				

1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	Catherine Chia				
2	Reason for the notification					
a)	Position/status	Chief Human Resources 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				
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 8.650912</td> <td>15</td> </tr> </tbody> </table>	Price(s)	Volume(s)	GBP 8.650912	15
Price(s)	Volume(s)					
GBP 8.650912	15					
d)	Aggregated information - Aggregated volume - Price	15 GBP 8.650912				
e)	Date of the transaction(s)	2025-05-19				
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	Regional CEO, Growth Markets, Health and Agency (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				
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 8.650912</td> <td>25</td> </tr> </tbody> </table>	Price(s)	Volume(s)	GBP 8.650912	25
Price(s)	Volume(s)					
GBP 8.650912	25					
d)	Aggregated information - Aggregated volume - Price	25 GBP 8.650912				
e)	Date of the transaction(s)	2025-05-19				
f)	Place of the transaction(s)	London 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 8.650912	32					
d)	Aggregated information - Aggregated volume - Price	32 GBP 8.650912				
e)	Date of the transaction(s)	2025-05-19				
f)	Place of the transaction(s)	London Stock Exchange				

1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	Kenneth Rappold				
2	Reason for the notification					
a)	Position/status	Chief Strategy and Transformation 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					
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b)	Nature of the transaction	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"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>GBP 8.650912</td> <td>5</td> </tr> </table>	Price(s)	Volume(s)	GBP 8.650912	5
Price(s)	Volume(s)					
GBP 8.650912	5					
d)	Aggregated information - Aggregated volume - Price	5 GBP 8.650912				
e)	Date of the transaction	2025-05-19				
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. 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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