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(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   | Nicolaos Nicandrou  |          |           |               |    |
| <b>2</b>      | <b>Reason for the notification</b>   |   |          |           |               |    |
| a)            | Position/status  | Chief Executive, Prudential Corporation Asia (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<br>Identification code   | Ordinary shares of 5 pence each<br>GB0007099541   |          |           |               |    |
| b)            | Nature of the transaction  | Acquisition of shares through 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 14.888729</td> <td>25</td> </tr> </tbody> </table> | Price(s) | Volume(s) | GBP 14.888729 | 25 |
| Price(s)      | Volume(s)  |   |          |           |               |    |
| GBP 14.888729 | 25   |   |          |           |               |    |
| d)            | Aggregated information<br>- Aggregated volume<br>- Price   | 25<br>GBP 14.888729   |          |           |               |    |
| e)            | Date of the transaction  | 2021-09-10  |          |           |               |    |
| f)            | Place of the transaction   | London Stock Exchange   |          |           |               |    |

## **Additional information**

### **About Prudential plc**

Prudential plc provides life and health insurance and asset management, with a focus on 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 more than 17 million life customers in Asia and Africa and is listed on stock exchanges in London, Hong Kong, Singapore and New York. 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.

### **Contact**

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14 September 2021, London

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

#### *Chair*

Baroness Shriti Vinodkant Vadera

#### *Executive Directors*

Michael Andrew Wells (*Group Chief Executive*), Mark Thomas FitzPatrick CA and Stuart James Turner FCA FCSI FRM

#### *Independent Non-executive Directors*

Jeremy David Bruce Anderson CBE, Chua Sock Koong, David John Alexander Law ACA, Ming Lu, Anthony John Liddell Nightingale CMG SBS JP, The Hon. Philip John Remnant CBE FCA, Alice Davey Schroeder, Thomas Ros Watjen, Jane Fields Wicker-Miurin OBE, Jeanette Kai Yuan Wong and Yok Tak Amy Yip

\* *For identification purposes*