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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.

28 March 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	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 transactions	(i) Acquisition of shares for nil consideration following the release of an award made in 2023 under the Prudential Global Long Term Incentive Plan by the trustee of the Prudential plc Employee Share Trust (the “Trustee”) (ii) Acquisition of shares for nil consideration following the release of an award made in 2024 under the Prudential Global Long Term Incentive Plan by the Trustee									
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>Nil</td> <td>45,860</td> </tr> <tr> <td>(ii)</td> <td>Nil</td> <td>65,597</td> </tr> </tbody> </table>		Price(s)	Volume(s)	(i)	Nil	45,860	(ii)	Nil	65,597
	Price(s)	Volume(s)									
(i)	Nil	45,860									
(ii)	Nil	65,597									
d)	Aggregated information - Aggregated volume - Price	 111,457 N/A									
e)	Date of the transactions	2025-03-26									
f)	Place of the transactions	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																
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	Price(s)	Volume(s)															
(i)	Nil	12,826															
(ii)	Nil	28,551															
(iii)	Nil	16,760															
(iv)	Nil	44,297															
d)	Aggregated information - Aggregated volume	 102,434															

	- Price	N/A
e)	Date of the transactions	2025-03-26
f)	Place of the transactions	Hong Kong 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 transactions	(i) Acquisition of shares for nil consideration following the release of awards made in 2023 under the Prudential Restricted Share Plan by the trustee of the Prudential plc Employee Share Trust (the "Trustee") (ii) Acquisition of shares for nil consideration following the release of an award made in 2023 under the Prudential Global Long Term Incentive Plan by the Trustee (iii) Acquisition of shares for nil consideration following the release of an award made in 2024 under the Prudential Global Long Term Incentive Plan by the Trustee												
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	Price(s)	Volume(s)												
(i)	Nil	5,514												
(ii)	Nil	1,777												
(iii)	Nil	21,567												
d)	Aggregated information - Aggregated volume - Price	 28,858 N/A												
e)	Date of the transactions	2025-03-26												
f)	Place of the transactions	Hong Kong 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												
b)	Nature of the transactions	(i) Acquisition of shares for nil consideration following the release of an award made in 2022 under the Prudential Global Long Term Incentive Plan by the trustee of the Prudential plc Employee Share Trust (the "Trustee") (ii) Acquisition of shares for nil consideration following the release of an award made in 2023 under the Prudential Global Long Term Incentive Plan by the Trustee (iii) Acquisition of shares for nil consideration following the release of an award made in 2024 under the Prudential Global Long Term Incentive Plan by the Trustee												
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	Price(s)	Volume(s)												
(i)	Nil	17,454												
(ii)	Nil	28,702												
(iii)	Nil	49,500												
d)	Aggregated information - Aggregated volume - Price	95,656 N/A												
e)	Date of the transactions	2025-03-26												
f)	Place of the transactions	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 transactions	(i) Acquisition of shares for nil consideration following the release of an award made in 2022 under the Prudential Global Long Term Incentive Plan by the trustee of the Prudential plc Employee Share Trust (the "Trustee") (ii) Acquisition of shares for nil consideration following the release of an award made in 2023 under the Prudential Global Long Term Incentive Plan by the Trustee (iii) Acquisition of shares for nil consideration following the release of an award made in 2024 under the Prudential Global Long Term Incentive Plan by the Trustee													
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	Price(s)	Volume(s)													
(i)	Nil	1,277													
(ii)	Nil	9,080													
(iii)	Nil	10,218													
d)	Aggregated information - Aggregated volume - Price	20,575 N/A													
e)	Date of the transactions	2025-03-26													
f)	Place of the transactions	Hong Kong 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 transactions	(i) Acquisition of shares for nil consideration following the release of an award made in 2022 under the Prudential Global Long Term Incentive Plan by the trustee of the Prudential plc Employee Share Trust (the "Trustee") (ii) Acquisition of shares for nil consideration following the release of an award made in 2023 under the Prudential Deferred Bonus Plan by the Trustee (iii) Acquisition of shares for nil consideration following the release of an award made in 2023 under the Prudential Global Long Term Incentive Plan by the Trustee (iv) Acquisition of shares for nil consideration following the release of an award made in 2024 under the Prudential Global Long Term Incentive Plan by the Trustee															
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>Nil</td> <td>20,549</td> </tr> <tr> <td>(ii)</td> <td>Nil</td> <td>53,803</td> </tr> <tr> <td>(iii)</td> <td>Nil</td> <td>26,956</td> </tr> <tr> <td>(iv)</td> <td>Nil</td> <td>30,617</td> </tr> </tbody> </table>		Price(s)	Volume(s)	(i)	Nil	20,549	(ii)	Nil	53,803	(iii)	Nil	26,956	(iv)	Nil	30,617
	Price(s)	Volume(s)															
(i)	Nil	20,549															
(ii)	Nil	53,803															
(iii)	Nil	26,956															
(iv)	Nil	30,617															
d)	Aggregated information - Aggregated volume	 131,925															

	- Price	N/A
e)	Date of the transactions	2025-03-26
f)	Place of the transactions	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	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 transactions	(i) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2026 (ii) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2027 (iii) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2028 (iv) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2028 subject to the achievement of performance criteria															
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	Price(s)	Volume(s)															
(i)	HKD 82.15	43,371															
(ii)	HKD 82.15	43,371															
(iii)	HKD 82.15	43,371															
(iv)	HKD 82.15	65,057															
d)	Aggregated information - Aggregated volume - Price	 195,170 HKD 82.15															
e)	Date of the transactions	2025-03-27															

f)	Place of the transactions	Hong Kong Stock Exchange
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1	Details of the person discharging managerial responsibilities / person closely associated																
a)	Name	Anette Bronder															
2	Reason for the notification																
a)	Position/status	Chief Technology & Operations 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 transactions	(i) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2026 (ii) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2027 (iii) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2028 (iv) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2028 subject to the achievement of performance criteria															
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	Price(s)	Volume(s)															
(i)	HKD 82.15	18,587															
(ii)	HKD 82.15	18,587															
(iii)	HKD 82.15	18,587															
(iv)	HKD 82.15	27,880															
d)	Aggregated information - Aggregated volume - Price	 83,641 HKD 82.15															
e)	Date of the transactions	2025-03-27															

f)	Place of the transactions	Hong Kong Stock Exchange
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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 transactions	(i) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2026 (ii) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2027 (iii) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2028 (iv) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2028 subject to the achievement of performance criteria															
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	Price(s)	Volume(s)															
(i)	HKD 82.15	42,922															
(ii)	HKD 82.15	42,922															
(iii)	HKD 82.15	42,922															
(iv)	HKD 82.15	64,383															
d)	Aggregated information - Aggregated volume - Price	 193,149 HKD 82.15															
e)	Date of the transactions	2025-03-27															

f)	Place of the transactions	Hong Kong Stock Exchange
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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															
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	Price(s)	Volume(s)															
(i)	HKD 82.15	20,098															
(ii)	HKD 82.15	20,098															
(iii)	HKD 82.15	20,098															
(iv)	HKD 82.15	30,147															
d)	Aggregated information - Aggregated volume - Price	 90,441 HKD 82.15															
e)	Date of the transactions	2025-03-27															

f)	Place of the transactions	Hong Kong Stock Exchange
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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															
b)	Nature of the transactions	(i) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2026 (ii) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2027 (iii) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2028 (iv) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2028 subject to the achievement of performance criteria															
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>HKD 82.15</td> <td>31,618</td> </tr> <tr> <td>(ii)</td> <td>HKD 82.15</td> <td>31,618</td> </tr> <tr> <td>(iii)</td> <td>HKD 82.15</td> <td>31,618</td> </tr> <tr> <td>(iv)</td> <td>HKD 82.15</td> <td>47,427</td> </tr> </tbody> </table>		Price(s)	Volume(s)	(i)	HKD 82.15	31,618	(ii)	HKD 82.15	31,618	(iii)	HKD 82.15	31,618	(iv)	HKD 82.15	47,427
	Price(s)	Volume(s)															
(i)	HKD 82.15	31,618															
(ii)	HKD 82.15	31,618															
(iii)	HKD 82.15	31,618															
(iv)	HKD 82.15	47,427															
d)	Aggregated information - Aggregated volume - Price	142,281 HKD 82.15															
e)	Date of the transactions	2025-03-27															

f)	Place of the transactions	Hong Kong Stock Exchange
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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 transactions	(i) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2026 (ii) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2027 (iii) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2028 (iv) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2028 subject to the achievement of performance criteria															
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>HKD 82.15</td> <td>20,334</td> </tr> <tr> <td>(ii)</td> <td>HKD 82.15</td> <td>20,334</td> </tr> <tr> <td>(iii)</td> <td>HKD 82.15</td> <td>20,334</td> </tr> <tr> <td>(iv)</td> <td>HKD 82.15</td> <td>30,501</td> </tr> </tbody> </table>		Price(s)	Volume(s)	(i)	HKD 82.15	20,334	(ii)	HKD 82.15	20,334	(iii)	HKD 82.15	20,334	(iv)	HKD 82.15	30,501
	Price(s)	Volume(s)															
(i)	HKD 82.15	20,334															
(ii)	HKD 82.15	20,334															
(iii)	HKD 82.15	20,334															
(iv)	HKD 82.15	30,501															
d)	Aggregated information - Aggregated volume - Price	 91,503 HKD 82.15															
e)	Date of the transactions	2025-03-27															

f)	Place of the transactions	Hong Kong Stock Exchange
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1	Details of the person discharging managerial responsibilities / person closely associated																
a)	Name	Angel Ng															
2	Reason for the notification																
a)	Position/status	Regional CEO, Greater China, Customer and Wealth (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 transactions	(i) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2026 (ii) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2027 (iii) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2028 (iv) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2028 subject to the achievement of performance criteria															
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>HKD 82.15</td> <td>9,275</td> </tr> <tr> <td>(ii)</td> <td>HKD 82.15</td> <td>9,275</td> </tr> <tr> <td>(iii)</td> <td>HKD 82.15</td> <td>9,275</td> </tr> <tr> <td>(iv)</td> <td>HKD 82.15</td> <td>13,912</td> </tr> </tbody> </table>		Price(s)	Volume(s)	(i)	HKD 82.15	9,275	(ii)	HKD 82.15	9,275	(iii)	HKD 82.15	9,275	(iv)	HKD 82.15	13,912
	Price(s)	Volume(s)															
(i)	HKD 82.15	9,275															
(ii)	HKD 82.15	9,275															
(iii)	HKD 82.15	9,275															
(iv)	HKD 82.15	13,912															
d)	Aggregated information - Aggregated volume - Price	41,737 HKD 82.15															

e)	Date of the transactions	2025-03-27
f)	Place of the transactions	Hong Kong 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																
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 5 pence each GB0007099541															
b)	Nature of the transactions	(i) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2026 (ii) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2027 (iii) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2028 (iv) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2028 subject to the achievement of performance criteria															
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>HKD 82.15</td> <td>13,821</td> </tr> <tr> <td>(ii)</td> <td>HKD 82.15</td> <td>13,821</td> </tr> <tr> <td>(iii)</td> <td>HKD 82.15</td> <td>13,821</td> </tr> <tr> <td>(iv)</td> <td>HKD 82.15</td> <td>20,731</td> </tr> </tbody> </table>		Price(s)	Volume(s)	(i)	HKD 82.15	13,821	(ii)	HKD 82.15	13,821	(iii)	HKD 82.15	13,821	(iv)	HKD 82.15	20,731
	Price(s)	Volume(s)															
(i)	HKD 82.15	13,821															
(ii)	HKD 82.15	13,821															
(iii)	HKD 82.15	13,821															
(iv)	HKD 82.15	20,731															
d)	Aggregated information - Aggregated volume - Price	 62,194 HKD 82.15															

e)	Date of the transactions	2025-03-27
f)	Place of the transactions	Hong Kong 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 transactions	(i) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2026 (ii) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2027 (iii) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2028 (iv) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2028 subject to the achievement of performance criteria															
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>HKD 82.15</td> <td>31,799</td> </tr> <tr> <td>(ii)</td> <td>HKD 82.15</td> <td>31,799</td> </tr> <tr> <td>(iii)</td> <td>HKD 82.15</td> <td>31,799</td> </tr> <tr> <td>(iv)</td> <td>HKD 82.15</td> <td>47,699</td> </tr> </tbody> </table>		Price(s)	Volume(s)	(i)	HKD 82.15	31,799	(ii)	HKD 82.15	31,799	(iii)	HKD 82.15	31,799	(iv)	HKD 82.15	47,699
	Price(s)	Volume(s)															
(i)	HKD 82.15	31,799															
(ii)	HKD 82.15	31,799															
(iii)	HKD 82.15	31,799															
(iv)	HKD 82.15	47,699															
d)	Aggregated information - Aggregated volume - Price	143,096 HKD 82.15															
e)	Date of the transactions	2025-03-27															

f)	Place of the transactions	Hong Kong Stock Exchange
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1	Details of the person discharging managerial responsibilities / person closely associated										
a)	Name	Anil Wadhvani									
2	Reason for the notification										
a)	Position/status	Chief Executive 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 transactions	(i) Receipt of an award under the Deferred Annual Incentive Plan to be released in March 2028 (ii) Receipt of an award under the Prudential Long Term Incentive Plan 2023 to be released in March 2028 subject to the achievement of performance criteria									
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>HKD 82.15</td> <td>106,435</td> </tr> <tr> <td>(ii)</td> <td>HKD 82.15</td> <td>635,353</td> </tr> </tbody> </table>		Price(s)	Volume(s)	(i)	HKD 82.15	106,435	(ii)	HKD 82.15	635,353
	Price(s)	Volume(s)									
(i)	HKD 82.15	106,435									
(ii)	HKD 82.15	635,353									
d)	Aggregated information - Aggregated volume - Price	741,788 HKD 82.15									
e)	Date of the transactions	2025-03-27									
f)	Place of the transactions	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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