

Hong Kong Exchanges and Clearing Limited, The Stock Exchange of Hong Kong Limited and the Singapore Exchange Securities Trading Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



**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                                                                                                                                                                                              | 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<br><br>Identification code                                                                                                            | Ordinary shares of 5 pence each<br><br>GB0007099541                                                   |  |          |           |               |    |
| b)            | Nature of the transaction                                                                                                                                                                         | Acquisition of shares through the Prudential All Employee Share Purchase Plan                         |  |          |           |               |    |
| c)            | Price(s) and volume(s)                                                                                                                                                                            | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>GBP 11.167496</td><td>37</td></tr></table> |  | Price(s) | Volume(s) | GBP 11.167496 | 37 |
| Price(s)      | Volume(s)                                                                                                                                                                                         |                                                                                                       |  |          |           |               |    |
| GBP 11.167496 | 37                                                                                                                                                                                                |                                                                                                       |  |          |           |               |    |
| d)            | Aggregated information<br>- Aggregated volume<br>- Price                                                                                                                                          | 37<br><br>GBP 11.167496                                                                               |  |          |           |               |    |
| e)            | Date of the transaction                                                                                                                                                                           | 2023-06-12                                                                                            |  |          |           |               |    |
| 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                                                                                                                                                                       |                                                                                                       |  |          |           |               |    |
| 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<br><br>Identification code                                                                                                            | Ordinary shares of 5 pence each<br><br>GB0007099541                                                   |  |          |           |               |    |
| b)            | Nature of the transaction                                                                                                                                                                         | Acquisition of shares through the Prudential All Employee Share Purchase Plan                         |  |          |           |               |    |
| c)            | Price(s) and volume(s)                                                                                                                                                                            | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>GBP 11.167496</td><td>39</td></tr></table> |  | Price(s) | Volume(s) | GBP 11.167496 | 39 |
| Price(s)      | Volume(s)                                                                                                                                                                                         |                                                                                                       |  |          |           |               |    |
| GBP 11.167496 | 39                                                                                                                                                                                                |                                                                                                       |  |          |           |               |    |
| d)            | Aggregated information<br>- Aggregated volume<br>- Price                                                                                                                                          | 39<br><br>GBP 11.167496                                                                               |  |          |           |               |    |
| e)            | Date of the transaction                                                                                                                                                                           | 2023-06-12                                                                                            |  |          |           |               |    |
| 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                                                                                                                                                                       |                                                                                                       |  |          |           |               |    |
| 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<br><br>Identification code                                                                                                            | Ordinary shares of 5 pence each<br><br>GB0007099541                                                   |  |          |           |               |    |
| b)            | Nature of the transaction                                                                                                                                                                         | Acquisition of shares through the Prudential All Employee Share Purchase Plan                         |  |          |           |               |    |
| c)            | Price(s) and volume(s)                                                                                                                                                                            | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>GBP 11.167496</td><td>37</td></tr></table> |  | Price(s) | Volume(s) | GBP 11.167496 | 37 |
| Price(s)      | Volume(s)                                                                                                                                                                                         |                                                                                                       |  |          |           |               |    |
| GBP 11.167496 | 37                                                                                                                                                                                                |                                                                                                       |  |          |           |               |    |
| d)            | Aggregated information<br>- Aggregated volume<br>- Price                                                                                                                                          | 37<br><br>GBP 11.167496                                                                               |  |          |           |               |    |
| e)            | Date of the transaction                                                                                                                                                                           | 2023-06-12                                                                                            |  |          |           |               |    |
| f)            | Place of the transaction                                                                                                                                                                          | London Stock Exchange                                                                                 |  |          |           |               |    |

|               |                                                                                                                                                                                                          |                                                                                                                           |          |           |               |    |
|---------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|----------|-----------|---------------|----|
| <b>1</b>      | <b>Details of the person discharging managerial responsibilities / person closely associated</b>                                                                                                         |                                                                                                                           |          |           |               |    |
| a)            | Name                                                                                                                                                                                                     | Dennis Tan                                                                                                                |          |           |               |    |
| <b>2</b>      | <b>Reason for the notification</b>                                                                                                                                                                       |                                                                                                                           |          |           |               |    |
| a)            | Position/status                                                                                                                                                                                          | Managing Director, Strategic Business Group (PDMR)                                                                        |          |           |               |    |
| b)            | Initial notification /Amendment                                                                                                                                                                          | Initial notification                                                                                                      |          |           |               |    |
| <b>3</b>      | <b>Details of the issuer, emission allowance market participant, auction platform or auctioneer</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 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 11.167496</td> <td>38</td> </tr> </table> | Price(s) | Volume(s) | GBP 11.167496 | 38 |
| Price(s)      | Volume(s)                                                                                                                                                                                                |                                                                                                                           |          |           |               |    |
| GBP 11.167496 | 38                                                                                                                                                                                                       |                                                                                                                           |          |           |               |    |
| d)            | Aggregated information<br>- Aggregated volume<br>- Price                                                                                                                                                 | 38<br>GBP 11.167496                                                                                                       |          |           |               |    |
| e)            | Date of the transaction                                                                                                                                                                                  | 2023-06-12                                                                                                                |          |           |               |    |
| 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             | 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<br><br>Identification code                                                                                                            | Ordinary shares of 5 pence each<br><br>GB0007099541                                                   |  |          |           |               |    |
| b)            | Nature of the transaction                                                                                                                                                                         | Acquisition of shares through the Prudential All Employee Share Purchase Plan                         |  |          |           |               |    |
| c)            | Price(s) and volume(s)                                                                                                                                                                            | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>GBP 11.167496</td><td>37</td></tr></table> |  | Price(s) | Volume(s) | GBP 11.167496 | 37 |
| Price(s)      | Volume(s)                                                                                                                                                                                         |                                                                                                       |  |          |           |               |    |
| GBP 11.167496 | 37                                                                                                                                                                                                |                                                                                                       |  |          |           |               |    |
| d)            | Aggregated information<br>- Aggregated volume<br>- Price                                                                                                                                          | 37<br>GBP 11.167496                                                                                   |  |          |           |               |    |
| e)            | Date of the transaction                                                                                                                                                                           | 2023-06-12                                                                                            |  |          |           |               |    |
| 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.  
<https://www.prudentialplc.com/>

### **Contact**

Hannah Perera, Director, Group Reward and Employee Relations and CHRO UK Group HR, +44 (0)20 3977 9529

Sylvia Edwards, Deputy Group Secretary, +44 (0)20 3977 9214

13 June 2023, London

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

*\* For identification purposes*