

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	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 10.2216</td> <td>36</td> </tr> </table>	Price(s)	Volume(s)	GBP 10.2216	36
Price(s)	Volume(s)					
GBP 10.2216	36					
d)	Aggregated information - Aggregated volume - Price	36 GBP 10.2216				
e)	Date of the transaction	2025-09-10				
f)	Place of the transaction	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					

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f)	Place of the transaction	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				
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f)	Place of the transaction	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						
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b)	LEI	5493001Z3ZE83NGK8Y12					
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d)	Aggregated information - Aggregated volume - Price	37 GBP 10.2216					
e)	Date of the transaction	2025-09-10					
f)	Place of the transaction	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 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					
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f)	Place of the transaction	London Stock Exchange				

Additional information

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<https://www.prudentialplc.com/>

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