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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 2024, Hong Kong

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

Chair

Shriti Vinodkant Vadera

Executive Director

Anil Wadhvani (*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*

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	Managing Director, Strategic Business 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 2023 under the Prudential Global Long Term Incentive Plan by the trustee of the Prudential plc Employee Share Trust (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>46,477</td> </tr> </tbody> </table>		Price(s)	Volume(s)	(i)	Nil	46,477
	Price(s)	Volume(s)						
(i)	Nil	46,477						
d)	Aggregated information - Aggregated volume - Price	 46,477 N/A						
e)	Date of the transactions	2024-03-27						
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															
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	Price(s)	Volume(s)															
(i)	Nil	12,863															
(ii)	Nil	29,472															
(iii)	Nil	13,015															
(iv)	Nil	16,985															
d)	Aggregated information - Aggregated volume	 72,335															

	- Price	N/A
e)	Date of the transactions	2024-03-27
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 Director (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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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									
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	Price(s)	Volume(s)									
(i)	Nil	6,102									
(ii)	Nil	1,777									
d)	Aggregated information - Aggregated volume - Price	7,879 N/A									
e)	Date of the transactions	2024-03-27									
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															
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	Price(s)	Volume(s)															
(i)	Nil	18,645															
(ii)	Nil	38,134															
(iii)	Nil	17,710															
(iv)	Nil	29,088															
d)	Aggregated information - Aggregated volume	 103,577															

	- Price	N/A
e)	Date of the transactions	2024-03-27
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									
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	Price(s)	Volume(s)									
(i)	Nil	1,277									
(ii)	Nil	9,080									
d)	Aggregated information - Aggregated volume - Price	10,357 N/A									
e)	Date of the transactions	2024-03-27									
f)	Place of the transactions	Hong Kong 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, 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 2021 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 2022 under the Prudential Deferred Bonus Plan by the Trustee (iii) 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 (iv) 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															
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	Price(s)	Volume(s)															
(i)	Nil	47,924															
(ii)	Nil	85,457															
(iii)	Nil	43,368															
(iv)	Nil	48,569															
d)	Aggregated information																

	- Aggregated volume	225,318
	- Price	N/A
e)	Date of the transactions	2024-03-27
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	Managing Director, Strategic Business 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 2021 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 2022 under the Prudential Deferred Bonus Plan by the Trustee (iii) 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 (iv) 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															
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	Price(s)	Volume(s)															
(i)	Nil	18,689															
(ii)	Nil	43,919															
(iii)	Nil	20,850															
(iv)	Nil	27,319															
d)	Aggregated information																

	- Aggregated volume	110,777
	- Price	N/A
e)	Date of the transactions	2024-03-27
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	Managing Director, Strategic Business 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 2025 (ii) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2026 (iii) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2027 (iv) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2027 subject to the achievement of performance criteria															
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	Price(s)	Volume(s)															
(i)	HKD 74.85	65,597															
(ii)	HKD 74.85	65,597															
(iii)	HKD 74.85	65,597															
(iv)	HKD 74.85	98,396															
d)	Aggregated information - Aggregated volume - Price	295,187 HKD 74.85															

e)	Date of the transactions	2024-03-26
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																
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 2025 (ii) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2026 (iii) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2027 (iv) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2027 subject to the achievement of performance criteria															
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	Price(s)	Volume(s)															
(i)	HKD 74.85	44,297															
(ii)	HKD 74.85	44,297															
(iii)	HKD 74.85	44,297															
(iv)	HKD 74.85	66,446															
d)	Aggregated information - Aggregated volume - Price	 199,337 HKD 74.85															

e)	Date of the transactions	2024-03-26
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 Director (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 74.85	21,567															
(ii)	HKD 74.85	21,567															
(iii)	HKD 74.85	21,567															
(iv)	HKD 74.85	32,351															
d)	Aggregated information - Aggregated volume - Price	 97,052 HKD 74.85															

e)	Date of the transactions	2024-03-26
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															
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	Price(s)	Volume(s)															
(i)	HKD 74.85	49,500															
(ii)	HKD 74.85	49,500															
(iii)	HKD 74.85	49,500															
(iv)	HKD 74.85	74,251															
d)	Aggregated information - Aggregated volume - Price	 222,751 HKD 74.85															

e)	Date of the transactions	2024-03-26
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) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2025 (ii) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2026 (iii) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2027 (iv) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2027 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 74.85</td> <td>10,218</td> </tr> <tr> <td>(ii)</td> <td>HKD 74.85</td> <td>10,218</td> </tr> <tr> <td>(iii)</td> <td>HKD 74.85</td> <td>10,218</td> </tr> <tr> <td>(iv)</td> <td>HKD 74.85</td> <td>15,327</td> </tr> </tbody> </table>		Price(s)	Volume(s)	(i)	HKD 74.85	10,218	(ii)	HKD 74.85	10,218	(iii)	HKD 74.85	10,218	(iv)	HKD 74.85	15,327
	Price(s)	Volume(s)															
(i)	HKD 74.85	10,218															
(ii)	HKD 74.85	10,218															
(iii)	HKD 74.85	10,218															
(iv)	HKD 74.85	15,327															
d)	Aggregated information - Aggregated volume - Price	 45,981 HKD 74.85															

e)	Date of the transactions	2024-03-26
f)	Place of the transactions	Hong Kong 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, 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 2025 (ii) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2026 (iii) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2027 (iv) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2027 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 74.85</td> <td>55,095</td> </tr> <tr> <td>(ii)</td> <td>HKD 74.85</td> <td>55,095</td> </tr> <tr> <td>(iii)</td> <td>HKD 74.85</td> <td>55,095</td> </tr> <tr> <td>(iv)</td> <td>HKD 74.85</td> <td>82,642</td> </tr> </tbody> </table>		Price(s)	Volume(s)	(i)	HKD 74.85	55,095	(ii)	HKD 74.85	55,095	(iii)	HKD 74.85	55,095	(iv)	HKD 74.85	82,642
	Price(s)	Volume(s)															
(i)	HKD 74.85	55,095															
(ii)	HKD 74.85	55,095															
(iii)	HKD 74.85	55,095															
(iv)	HKD 74.85	82,642															
d)	Aggregated information - Aggregated volume - Price	 247,927 HKD 74.85															

e)	Date of the transactions	2024-03-26
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	Managing Director, Strategic Business 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 2025 (ii) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2026 (iii) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2027 (iv) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2027 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 74.85</td> <td>30,617</td> </tr> <tr> <td>(ii)</td> <td>HKD 74.85</td> <td>30,617</td> </tr> <tr> <td>(iii)</td> <td>HKD 74.85</td> <td>30,617</td> </tr> <tr> <td>(iv)</td> <td>HKD 74.85</td> <td>45,925</td> </tr> </tbody> </table>		Price(s)	Volume(s)	(i)	HKD 74.85	30,617	(ii)	HKD 74.85	30,617	(iii)	HKD 74.85	30,617	(iv)	HKD 74.85	45,925
	Price(s)	Volume(s)															
(i)	HKD 74.85	30,617															
(ii)	HKD 74.85	30,617															
(iii)	HKD 74.85	30,617															
(iv)	HKD 74.85	45,925															
d)	Aggregated information - Aggregated volume - Price	137,776 HKD 74.85															

e)	Date of the transactions	2024-03-26
f)	Place of the transactions	Hong Kong Stock Exchange

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 2027 (ii) Receipt of an award under the Prudential Long Term Incentive Plan 2023 to be released in March 2027									
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 74.85</td> <td>129,947</td> </tr> <tr> <td>(ii)</td> <td>HKD 74.85</td> <td>697,317</td> </tr> </tbody> </table>		Price(s)	Volume(s)	(i)	HKD 74.85	129,947	(ii)	HKD 74.85	697,317
	Price(s)	Volume(s)									
(i)	HKD 74.85	129,947									
(ii)	HKD 74.85	697,317									
d)	Aggregated information - Aggregated volume - Price	 827,264 HKD 74.85									
e)	Date of the transactions	2024-03-26									
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.

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

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