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(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.

15 December 2025, Hong Kong

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

Chair Shriti Vadera

Executive Director
Anil Wadhwani (Chief Executive Officer)

Independent Non-executive Directors

Jeremy David Bruce Anderson CBE, Arijit Basu, Chua Sock Koong, Guido Fürer, Ming Lu, George David Sartorel, Mark Vincent Thomas Saunders FIA, FASHK, Claudia Ricarda Rita Suessmuth Dyckerhoff and Jeanette Kai Yuan Wong

^{*} 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	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		of the transaction(s): section to be repeated for (i) each type of instrument; in type of transaction; (iii) each date; and (iv) each place where transactions een 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)	Price(s) GBP 10.868155	Volume(s)	
d)	Aggregated information - Aggregated volume - Price	39 GBP 10.868155	<u>, </u>	
e)	Date of the transaction	2025-12-10		

f)	Place of the transaction	London Stock Exchange (LSE)		
1	Details of the person discharging managerial responsibilities / person closely associated			
a)	Name	Catherine Chia	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	5493001Z3ZE83NGK8	5493001Z3ZE83NGK8Y12	
4		section to be repeated for (i) each type of instrument; (iii) each date; and (iv) each place where transactions		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 5 pence each		
	Identification code	GB0007099541		
		Acquisition of shares through the Prudential All Employee Share Purchase Plan		
b)	Nature of the transaction		hrough the Prudential All Employee	
b) c)	Nature of the transaction Price(s) and volume(s)	Share Purchase Plan		
•			hrough the Prudential All Employee Volume(s)	
		Share Purchase Plan		
		Share Purchase Plan Price(s)	Volume(s)	
c)	Price(s) and volume(s)	Share Purchase Plan Price(s)	Volume(s)	
c)	Price(s) and volume(s) Aggregated information	Share Purchase Plan Price(s) GBP 10.868155	Volume(s)	
c)	Price(s) and volume(s) Aggregated information - Aggregated volume	Share Purchase Plan Price(s) GBP 10.868155	Volume(s)	
d) e)	Price(s) and volume(s) Aggregated information - Aggregated volume - Price	Share Purchase Plan Price(s) GBP 10.868155 35 GBP 10.868155	Volume(s) 35	
c)	Price(s) and volume(s) Aggregated information - Aggregated volume - Price Date of the transaction	Share Purchase Plan Price(s) GBP 10.868155 35 GBP 10.868155 2025-12-10 London Stock Exchange	Volume(s) 35 ge (LSE)	
c) d) e) f)	Price(s) and volume(s) Aggregated information - Aggregated volume - Price Date of the transaction Place of the transaction Details of the person discha	Share Purchase Plan Price(s) GBP 10.868155 35 GBP 10.868155 2025-12-10 London Stock Exchange	Volume(s) 35 ge (LSE)	

a)	Position/status	Chief Risk and Compliance Officer (PDMR)		
b)	Initial notification / Amendment	Initial notification		
3	Details of the issuer, emission auctioneer or auction monitor	e issuer, emission allowance market participant, auction platform, auction monitor		
a)	Name	Prudential plc		
b)	LEI	5493001Z3ZE83NGK8Y12		
4		ne transaction(s): section to be repeated for (i) each type of instrument; be of transaction; (iii) each date; and (iv) each place where transactions conducted		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 5 pence each GB0007099541		
	Identification code			
b)	Nature of the transaction	Acquisition of shares through the Prudential All Employee Share Purchase Plan		
c)	Price(s) and volume(s)			
		Price(s)	Volume(s)	
		GBP 10.868155	39	
d)	Aggregated information			
	- Aggregated volume	39		
	- Price	GBP 10.868155		
e)	- Price Date of the transaction	GBP 10.868155 2025-12-10		

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	GB0007099541		
b)	Nature of the transaction	Acquisition of shares through the Prudential All Employee Share Purchase Plan		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		GBP 10.868155	36	
d)	Aggregated information			
	- Aggregated volume	36	36	
	- Price	GBP 10.868155		
e)	Date of the transaction	2025-12-10		
f)	Place of the transaction	London Stock Exchange (LSE)		
1	Details of the person discharging managerial responsibilities / person closely associated			
		Dennis Tan		
a)	Name	Dennis Tan		
a) 2	Name Reason for the notification	Dennis Tan		
•		Regional CEO, Singapore	e, Thailand, Vietnam, Cambodia, up Partnership Distribution	
2	Reason for the notification	Regional CEO, Singapore Laos, Myanmar and Grou		
2 a)	Reason for the notification Position/status	Regional CEO, Singapore Laos, Myanmar and Grou (PDMR) Initial notification allowance market partic	p Partnership Distribution	
2 a) b)	Reason for the notification Position/status Initial notification / Amendment Details of the issuer, emission	Regional CEO, Singapore Laos, Myanmar and Grou (PDMR) Initial notification allowance market partic	p Partnership Distribution	
2 a) b)	Reason for the notification Position/status Initial notification / Amendment Details of the issuer, emission auctioneer or auction monitor	Regional CEO, Singapore Laos, Myanmar and Grou (PDMR) Initial notification allowance market partic	p Partnership Distribution	
2 a) b) 3 a)	Reason for the notification Position/status Initial notification /Amendment Details of the issuer, emission auctioneer or auction monitor Name	Regional CEO, Singapore Laos, Myanmar and Grou (PDMR) Initial notification allowance market particle Prudential plc 5493001Z3ZE83NGK8Y1	p Partnership Distribution cipant, auction platform, 2 or (i) each type of instrument;	
2 a) b) 3 a) b)	Reason for the notification Position/status Initial notification /Amendment Details of the issuer, emission auctioneer or auction monitor Name LEI Details of the transaction(s): s (ii) each type of transaction; (Regional CEO, Singapore Laos, Myanmar and Grou (PDMR) Initial notification allowance market particle Prudential plc 5493001Z3ZE83NGK8Y1	p Partnership Distribution cipant, auction platform, 2 or (i) each type of instrument; ach place where transactions	

b)	Nature of the transaction	Acquisition of shares through the Prudential All Employee Share Purchase Plan		
c)	Price(s) and volume(s)			
		Price(s)	Volume(s)	
		GBP 10.868155	36	
d)	Aggregated information			
	- Aggregated volume	36		
	- Price	GBP 10.868155		
e)	Date of the transaction	2025-12-10		
f)	Place of the transaction	London Stock Exchange (LSE)		

Additional information

About Prudential plc

Prudential provides life and health insurance and asset management in Greater China, ASEAN, India 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 (HKEX: 2378) and the London Stock Exchange (LSE: PRU). It also has a secondary listing on the Singapore Stock Exchange (SGX: K6S) and a listing on the New York Stock Exchange (NYSE: 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.

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