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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.

3 November 2026, Hong Kong

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

Chair
Sir Douglas Flint CBE

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

<table>
<tr><td>1</td><td colspan="2">Details of the person discharging managerial responsibilities / person closely associated</td></tr>
<tr><td>a)</td><td>Name</td><td>Ben Bulmer</td></tr>
<tr><td>2</td><td colspan="2">Reason for the notification</td></tr>
<tr><td>a)</td><td>Position/status</td><td>Chief Financial Officer (PDMR)</td></tr>
<tr><td>b)</td><td>Initial notification /Amendment</td><td>Initial notification</td></tr>
<tr><td>3</td><td colspan="2">Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</td></tr>
<tr><td>a)</td><td>Name</td><td>Prudential plc</td></tr>
<tr><td>b)</td><td>LEI</td><td>5493001Z3ZE83NGK8Y12</td></tr>
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<tr><td>a)</td><td>Description of the financial instrument, type of instrument

Identification code</td><td>Ordinary shares of 5 pence each

GB0007099541</td></tr>
<tr><td>b)</td><td>Nature of the transaction</td><td>Acquisition of shares under the dividend re-investment associated with the Prudential All Employee Share Purchase Plan</td></tr>
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53
GBP 9.064418</td></tr>
<tr><td>e)</td><td>Date of the transaction</td><td>2026-10-29</td></tr>
<tr><td>f)</td><td>Place of the transaction</td><td>London Stock Exchange</td></tr>
</table>

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 transaction	Acquisition of shares under the dividend re-investment associated with the Prudential All Employee Share Purchase Plan

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<tr><td>d)</td><td>Aggregated information
- Aggregated volume
- Price</td><td>
12
GBP 9.064418</td></tr>
<tr><td>e)</td><td>Date of the transaction</td><td>2026-10-29</td></tr>
<tr><td>f)</td><td>Place of the transaction</td><td>London Stock Exchange</td></tr>
</table>

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

<table>
<tr><td>3</td><td colspan="2">Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</td></tr>
<tr><td>a)</td><td>Name</td><td>Prudential plc</td></tr>
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<tr><td>d)</td><td>Aggregated information

- Aggregated volume</td><td>

24</td></tr>
</table>

	- Price	GBP 9.064418
e)	Date of the transaction	2026-10-29
f)	Place of the transaction	London Stock Exchange

1	**Details of the person discharging managerial responsibilities / person closely associated**	
a)	Name	Rajeev Mittal
2	**Reason for the notification**	
a)	Position/status	Chief Executive Officer, Eastspring Investments (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 under the dividend re-investment associated with the Prudential All Employee Share Purchase Plan
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e)	Date of the transaction	2026-10-29
f)	Place of the transaction	Hong Kong Stock Exchange

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<tr><td>a)</td><td>Name</td><td>Kenneth Rappold</td></tr>
<tr><td>2</td><td colspan="2">Reason for the notification</td></tr>
<tr><td>a)</td><td>Position/status</td><td>Chief Transformation Officer (PDMR)</td></tr>
<tr><td>b)</td><td>Initial notification /Amendment</td><td>Initial notification</td></tr>
<tr><td>3</td><td colspan="2">Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</td></tr>
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<tr><td>a)</td><td>Name</td><td>Dennis Tan</td></tr>
<tr><td>2</td><td colspan="2">Reason for the notification</td></tr>
<tr><td>a)</td><td>Position/status</td><td>Regional CEO, Singapore, Thailand, Vietnam, Cambodia, Laos, Myanmar; Group Partnership Distribution (PDMR)</td></tr>
<tr><td>b)</td><td>Initial notification /Amendment</td><td>Initial notification</td></tr>
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<tr><td>a)</td><td>Name</td><td>Anil Wadhwani</td></tr>
<tr><td>2</td><td colspan="2">Reason for the notification</td></tr>
<tr><td>a)</td><td>Position/status</td><td>Chief Executive Officer (PDMR)</td></tr>
<tr><td>b)</td><td>Initial notification /Amendment</td><td>Initial notification</td></tr>
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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.

www.prudentialplc.com

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Sylvia Edwards, Deputy Group Secretary, +44 7920 702682