

Prudential plc - consensus of analyst estimates for FY2025

	FY25E Consensus \$m	High \$m	Low \$m
Embedded value metrics (TEV basis)			
APE new sales	6,729	6,885	6,611
New business profit (NBP) incl. central costs allocated to new business	2,749	2,796	2,689
NBP margin (% of APE)	41%	42%	40%
Gross OFSG (Life and asset management)	3,051	3,128	2,923
IFRS metrics			
Insurance business	3,623	3,756	3,502
Eastspring	323	338	297
Other income and expenditure & restructuring costs	(624)	(529)	(690)
Adjusted operating profit (pre-tax)	3,322	3,524	3,235
IFRS operating profit after tax (OPAT)	2,596	2,716	2,521
Per share metrics			
IFRS OPAT per share (cents)	100.0	104.0	96.7
Dividend per share (cents)	26.23	27.1	25.2
Number of analysts contributing to consensus	13		

Disclaimer

Consensus financial estimates set out above are presented as of 5 February 2026. The consensus estimates are line-by-line averages based on estimates received by Prudential plc ('Prudential') from certain independent analysts covering Prudential.

13 analysts' forecasts have been included in the consensus for full year 2025. Prudential excluded submissions where estimates have not been updated following the last reported quarterly results, have not been updated to reflect significant announcements or events or contain a manifest error. The selection of the analysts included in the consensus figures has not been made on the basis of the analysts' opinions, forecasts, estimates, projections, predictions or recommendations in respect of Prudential.

From time to time, the firms that analysts represent, or their partners or associates, may be involved in transactions as a manager, co-manager or participant, involving securities issued by Prudential or its affiliates. At such times, analysts may be required to suspend or restrict coverage on Prudential in terms of published opinions, forecasts, estimates, projections, predictions or recommendations. Such analysts' opinions, forecasts, estimates, projections, predictions or recommendations, if unavailable, will not be included in consensus figures. Such analysts may be included in future consensus information prepared by Prudential.

The opinions, forecasts, estimates, projections, predictions and/or recommendations regarding Prudential's performance or financial position made by the analysts, and the aggregated consensus information derived therefrom, are those of the analysts alone and do not represent the opinions, forecasts, estimates, predictions and/or recommendations of Prudential, its affiliates or its directors or management. Prudential does not endorse or concur with any of such analysts' opinions, forecasts, estimates, projections, predictions and/or recommendations. Prudential accepts no liability for the selection, accuracy or completeness of the analysts' opinions, forecasts, estimates, projections, predictions and/or recommendations.

Prudential has not verified any of the information it has received, nor does it intend to do so in the future, and none of Prudential, its affiliates or their respective directors, officers and employees make any representation or warranty, express or implied, as to, or accept any responsibility for, the accuracy or completeness of the consensus information, the reasonableness of any assumptions or projections or the likelihood of achieving the consensus figures, or otherwise endorse or concur with any of the consensus information. The date of presentation of the consensus financial estimates is set out above. Prudential does not assume any responsibility to update, revise or supplement any consensus information. This consensus summary is being provided for informational purposes only and is not intended to, nor does it, constitute financial or investment advice or any solicitation to buy, hold or sell securities or other financial instruments. None of Prudential, its affiliates or their respective directors, officers, employees and agents shall accept any liability whatsoever for any loss or other consequences of any reliance upon or actions taken based on any of the information in this consensus summary.

Prudential will not provide any commentary on the consensus figures. The circulation of consensus figures by Prudential is not mandatory and Prudential may amend its practice on this, or cease to provide consensus estimates at any time.

Prudential is not aware of, nor has it investigated, the existence of any interests or conflicts of interest of the contributors that could compromise the objectivity of the contributed information.

The receipt and/or distribution of the consensus information may, in certain jurisdictions, be restricted by legal or regulatory requirements. Recipients are required to inform themselves about and observe any such requirements. For the avoidance of doubt, where analysts, investors or any other parties wish to include or refer to the Prudential consensus information (or any other historic consensus information in connection with Prudential) in other documents or materials, including but not limited to published research, it must be appropriately cited as a "company compiled consensus" with the relevant "as at" date of publication noted together with a clear statement that provides that "any such use shall be subject always to the terms of the disclaimer contained in such Prudential consensus information".