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Prudential plc
保誠有限公司*

*(Incorporated and registered in England and Wales with limited liability under the number 01397169)
(Stock Code: 2378)*

PRUDENTIAL PLC INCLUDED IN THE SHENZHEN-HONG KONG STOCK CONNECT PROGRAMME

Prudential plc (“Prudential”) today announces that Prudential’s shares, which trade on the Stock Exchange of Hong Kong, have been included for trading in the Shenzhen-Hong Kong Stock Connect programme, with immediate effect. This is according to an announcement issued by the Shenzhen Stock Exchange today.

This inclusion means qualified investors in the Chinese mainland now have direct access to Prudential’s shares through the Shenzhen Stock Exchange.

As previously announced on 22 August 2022, Prudential also officially joins the Hang Seng Composite Index (“HSCI”) as a constituent stock today.

James Turner, Group Chief Financial Officer, Prudential said: “The inclusion in the HSCI and Shenzhen-Hong Kong Stock Connect programme marks another significant milestone in Prudential’s new chapter as an Asia and Africa focused company and supports our continued commitment to diversify our investor base.

“We are delighted to offer investors in the Chinese mainland an opportunity to be part of our growth journey. Prudential has a robust capital position, with ample capacity to tap growth opportunities that are driven by increasing demand for health, protection and savings solutions as people live longer and become more affluent.

“We aim to achieve long-term double-digit growth in embedded value per share, driven by our diverse sources of growth across Asia and Africa and supported by our leading positions in high growth markets.”

Prudential has a diversified portfolio comprising 34 businesses in 23 markets, with a focus on offering health, protection and savings solutions to customers across Asia and Africa. It has a digitally enhanced multi-channel distribution platform, comprising more than 530,000 agents and over 170 bancassurance partners.

“The diversification of our business across geographies, products and distribution platforms gives us resilience and a long-term growth trajectory. As our markets emerge from the pandemic, we are well placed to help our customers get the most out of life by providing them greater access to healthcare and financial security,” added Mr. Turner.

Prudential is an insurance and asset management group with 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.

Prudential reported its 2022 Half Year results, which shows the business continues to deliver resilient operational performance with strong capital position amid market volatility. The 2022 Half Year Financial Report is available at: <https://www.prudentialplc.com/en/investors/reports/2022>.

Notes to editors:**About the Shenzhen-Hong Kong Stock Connect Programme**

The Shenzhen-Hong Kong Stock Connect is a mutual stock market access programme through which investors in the Chinese mainland and Hong Kong can trade and settle shares listed on either market via the Shenzhen Stock Exchange, the Stock Exchange of Hong Kong or clearing houses in their home market.

Investors in the Chinese mainland need to maintain a total balance of securities and cash account of not less than CNY 500,000 to participate in the programme.

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About Prudential plc

Prudential plc provides life and health insurance and asset management in 23 markets across Asia and Africa. The business helps people get the most out of life, by making healthcare affordable and accessible and by promoting financial inclusion. Prudential protects people's wealth, helps them grow their assets, and empowers them to save for their goals. The business has more than 19 million life customers and 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 also a constituent of the Hang Seng Composite Index. 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. <https://www.prudentialplc.com/>

Forward-looking statements

This document may contain 'forward-looking statements' with respect to certain of Prudential's (and its wholly and jointly owned businesses') plans and its goals and expectations relating to its future financial condition, performance, results, strategy and objectives. Statements that are not historical facts, including statements about Prudential's (and its wholly and jointly owned businesses') beliefs and expectations and including, without limitation, statements containing the words 'may', 'will', 'should', 'continue', 'aims', 'estimates', 'projects', 'believes', 'intends', 'expects', 'plans', 'seeks' and 'anticipates', and words of similar meaning, are forward-looking statements. These statements are based on plans, estimates and projections as at the time they are made, and therefore undue reliance should not be placed on them. By their nature, all forward-looking statements involve risk and uncertainty.

A number of important factors could cause Prudential's actual future financial condition or performance or other indicated results of the entity referred to in any forward-looking statement to differ materially from those indicated in such forward-looking statement. Such factors include, but are not limited to, current and future market conditions including fluctuations in interest rates and exchange rates, inflation (including interest rate rises as a response), sustained high or low interest rate environments, the performance of financial and credit markets generally and the impact of economic uncertainty, slowdown or contraction, (including as a result of the Russia-Ukraine conflict and related or other geopolitical tensions and conflicts) which may also impact policyholder behaviour and reduce product affordability, asset valuation impacts from the transition to a lower carbon economy, derivative instruments not effectively mitigating any exposures; global political uncertainties, including the potential for increased friction in cross-border trade and the exercise of laws, regulations and executive powers to restrict trade, financial transactions, capital movements and/or investment; the impact of Covid-19 outbreaks, including adverse financial market and liquidity impacts, responses and actions taken by governments, regulators and supervisors, the impact on sales, claims and assumptions and increased product lapses, disruption to Prudential's operations (and those of its suppliers and partners), risks associated with new sales processes and technological and information security risks; the policies and actions of regulatory authorities, including, in particular, the policies and actions of the Hong Kong Insurance Authority, as Prudential's Group-wide supervisor, as well as the degree and pace of regulatory changes and new government initiatives generally; given its designation as an Internationally Active Insurance Group, the impact on Prudential of systemic risk and other group supervision policy standards adopted by the International Association of Insurance Supervisors; the physical, social and financial impacts of climate change and global health crises on Prudential's business and operations; the impact of not adequately responding to

environmental, social and governance issues (including not properly considering the interests of Prudential's stakeholders or failing to maintain high standards of corporate governance); the impact of competition and fast-paced technological change; the effect on Prudential's business and results from, in particular, mortality and morbidity trends, lapse rates and policy renewal rates; the timing, impact and other uncertainties of future acquisitions or combinations within relevant industries; the impact of internal transformation projects and other strategic actions failing to meet their objectives or adversely impacting the Group's employees; the availability and effectiveness of reinsurance for Prudential's businesses; the risk that Prudential's operational resilience (or that of its suppliers and partners) may prove to be inadequate, including in relation to operational disruption due to external events; disruption to the availability, confidentiality or integrity of Prudential's information technology, digital systems and data (or those of its suppliers and partners) including the Pulse platform; any ongoing impact on Prudential of the demerger of Jackson Financial Inc.; the increased operational and financial risks and uncertainties associated with operating joint ventures with independent partners, particularly where joint ventures are not controlled by Prudential; the impact of changes in capital, solvency standards, accounting standards or relevant regulatory frameworks, and tax and other legislation and regulations in the jurisdictions in which Prudential and its affiliates operate; and the impact of legal and regulatory actions, investigations and disputes.

These and other important factors may, for example, result in changes to assumptions used for determining results of operations or re-estimations of reserves for future policy benefits. Further discussion of these and other important factors that could cause actual future financial condition or performance to differ, possibly materially, from those anticipated in Prudential's forward-looking statements can be found under the 'Risk Factors' heading in Prudential's 2021 Annual Report, the 'Risk Factors' heading in Prudential's 2021 Annual Report on Form 20-F filed with the U.S. Securities and Exchange Commission ("SEC"), the 'Risk Factors' heading in Prudential's 2022 Half Year Financial Report and the 'Risk Factors' heading in Prudential's 2022 Half Year Financial Report filed with the SEC on Form 6-K. Prudential's 2021 Annual Report, and related Form 20-F, and 2022 Half Year Financial Report, and related Form 6-K, are available on its website at www.prudentialplc.com.

These factors are not exhaustive as Prudential operates in a continually changing business environment with new risks emerging from time to time that it may be unable to predict or that it currently does not expect to have a material adverse effect on its business. Any forward-looking statements contained in this document speak only as of the date on which they are made. Prudential expressly disclaims any obligation to update any of the forward-looking statements contained in this document or any other forward-looking statements it may make, whether as a result of future events, new information or otherwise except as required pursuant to the UK Prospectus Rules, the UK Listing Rules, the UK Disclosure Guidance and Transparency Rules, the Hong Kong Listing Rules, the SGX-ST Listing Rules or other applicable laws and regulations.

Cautionary statements

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By order of the Board
Prudential plc
Tom Clarkson
Company Secretary

5 September 2022, Hong Kong

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

Chair

Shriti Vinodkant Vadera

Executive Directors

Mark Thomas FitzPatrick CA (*Group Chief Executive*) and Stuart James Turner FCA FCSI FRM

Independent Non-executive Directors

Jeremy David Bruce Anderson CBE, Arijit Basu, Chua Sock Koong, David John Alexander Law ACA, Ming Lu, Philip John Remnant CBE FCA, George David Sartorel, Thomas Ros Watjen, Jeanette Kai Yuan Wong and Yok Tak Amy Yip

** For identification purposes*