

Hong Kong Exchanges and Clearing Limited, The Stock Exchange of Hong Kong Limited and the Singapore Exchange Securities Trading Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



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.

14 October 2025, Hong Kong

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

Chair
Shriti Vadera

Executive Director
Anil Wadhvani (*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,
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	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 transaction	Acquisition of shares through the Prudential All Employee Share Purchase Plan					
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>HKD 105.8995</td> <td>37</td> </tr> </table>		Price(s)	Volume(s)	HKD 105.8995	37
Price(s)	Volume(s)						
HKD 105.8995	37						
d)	Aggregated information - Aggregated volume - Price	37 HKD 105.8995					
e)	Date of the transaction	2025-10-10					
f)	Place of the transaction	Hong Kong Stock Exchange (HKEX)					

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 through the Prudential All Employee Share Purchase Plan					
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>HKD 105.8995</td> <td>37</td> </tr> </table>		Price(s)	Volume(s)	HKD 105.8995	37
Price(s)	Volume(s)						
HKD 105.8995	37						
d)	Aggregated information - Aggregated volume - Price	37 HKD 105.8995					
e)	Date of the transaction	2025-10-10					
f)	Place of the transaction	Hong Kong Stock Exchange (HKEX)					

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					
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 through the Prudential All Employee Share Purchase Plan					
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>HKD 105.8995</td> <td>41</td> </tr> </table>		Price(s)	Volume(s)	HKD 105.8995	41
Price(s)	Volume(s)						
HKD 105.8995	41						
d)	Aggregated information - Aggregated volume - Price	41 HKD 105.8995					
e)	Date of the transaction	2025-10-10					
f)	Place of the transaction	Hong Kong Stock Exchange (HKEX)					

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	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)	<table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>HKD 105.8995</td> <td>38</td> </tr> </table>		Price(s)	Volume(s)	HKD 105.8995	38
Price(s)	Volume(s)						
HKD 105.8995	38						
d)	Aggregated information - Aggregated volume - Price	38 HKD 105.8995					
e)	Date of the transaction	2025-10-10					
f)	Place of the transaction	Hong Kong Stock Exchange (HKEX)					

1	Details of the person discharging managerial responsibilities / person closely associated						
a)	Name	Dennis Tan					
2	Reason for the notification						
a)	Position/status	Regional CEO, Singapore, Thailand and Partnership Distribution (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 through the Prudential All Employee Share Purchase Plan					
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>HKD 105.8995</td> <td>38</td> </tr> </table>		Price(s)	Volume(s)	HKD 105.8995	38
Price(s)	Volume(s)						
HKD 105.8995	38						
d)	Aggregated information - Aggregated volume - Price	38 HKD 105.8995					
e)	Date of the transaction	2025-10-10					
f)	Place of the transaction	Hong Kong Stock Exchange (HKEX)					

Additional informationAbout 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

Contact

Tom Clarkson, Company Secretary, +44 7796 616 635