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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.

21 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 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, 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	Prudential plc	
b)	LEI	5493001Z3ZE83NGK8Y12		
4	` '	ection to be repeated for (i) each type of instrument; ii) 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		
b)	Nature of the transaction(s)	Acquisition of shares under the dividend re-investment associated with the Prudential All Employee Share Purchase Plan		
c)	Price(s) and volume(s)			
		Price(s)	Volume(s)	
		GBP 10.20982	37	
d)	Aggregated information			
	- Aggregated volume	37		
	- Price	GBP 10.20982		
e)	Date of the transaction(s)	2025-10-16		
f)	Place of the transaction(s)	London Stock Exchange		

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 auctioneer or auction monitor	sion allowance market participant, auction platform,	
a)	Name	Prudential plc	
b)	LEI	5493001Z3ZE83NGK8Y12	
4		ection to be repeated for (i) each type of instrument; ii) 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	
b)	Nature of the transaction(s)	Acquisition of shares under the dividend re-investment associated with the Prudential All Employee Share Purchase Plan	
c)	Price(s) and volume(s)	D: ()	
		Price(s)	Volume(s)
		GBP 10.20982	18
d)	Aggregated information		
	- Aggregated volume	18	
	- Price	GBP 10.20982	
e)	Date of the transaction(s)	2025-10-16	
f)	Place of the transaction(s)	London Stock Exchange	

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 Complia	ince Officer (PDMR)	
b)	Initial notification /Amendment	Initial notification		
3	Details of the issuer, emission auctioneer or auction monitor	of the issuer, emission allowance market participant, auction platform,		
a)	Name	Prudential plc		
b)	LEI	5493001Z3ZE83NGK8	5493001Z3ZE83NGK8Y12	
4	· /	ection to be repeated for (i) each type of instrument; ii) each date; and (iv) each place where transactions		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 5 pence each GB0007099541		
	Identification code			
b)	Nature of the transaction(s)	Acquisition of shares under the dividend re-investment associated with the Prudential All Employee Share Purchase Plan		
c)	Price(s) and volume(s)			
		Price(s)	Volume(s)	
		GBP 10.20982	34	
d)	Aggregated information			
	- Aggregated volume	34		
	- Price	GBP 10.20982		
e)	Date of the transaction(s)	2025-10-16		
f)	Place of the transaction(s)	London Stock Exchange		

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	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		
b)	Nature of the transaction(s)	Acquisition of shares under the dividend re-investment associated with the Prudential All Employee Share Purchase Plan		
c)	Price(s) and volume(s)	D: ()		
		Price(s)	Volume(s)	
		GBP 10.20982	7	
d)	Aggregated information			
	- Aggregated volume	7		
	- Price	GBP 10.20982		
e)	Date of the transaction(s)	2025-10-16		
f)	Place of the transaction(s)	London Stock Exchange		

1	Details of the person discharging managerial responsibilities / person closely associated			
a)	Name	Kenneth Rappold		
2	Reason for the notification	e notification		
a)	Position/status	Chief Strategy and Transfe	ormation 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	` '	ection to be repeated for (i) each type of instrument; ii) each date; and (iv) each place where transactions		
a)	Description of the financial instrument, type of instrument	ent, type of instrument		
	Identification code			
b)	Nature of the transaction	Acquisition of shares under the dividend re-investment associated with the Prudential All Employee Share Purchase Plan		
c)	Price(s) and volume(s)	Dring(s)	Volume(a)	
		Price(s)	Volume(s)	
		GBP 10.20982	3	
d)	Aggregated information			
	- Aggregated volume	3		
	- Price	GBP 10.20982		
e)	Date of the transaction	2025-10-16		
f)	Place of the transaction	London Stock Exchange		

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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