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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.

27 March 2026, 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, Sir Douglas Flint CBE, 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

1	Details of the person discharging managerial responsibilities / person closely associated																
a)	Name	Anette Bronder															
2	Reason for the notification																
a)	Position/status	Chief Technology and Operations 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 transactions	(i) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2027 (ii) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2028 (iii) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2029 (iv) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2029 subject to the achievement of performance criteria															
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	Price(s)	Volume(s)															
(i)	HKD 110.70	20,320															
(ii)	HKD 110.70	20,320															
(iii)	HKD 110.70	20,320															
(iv)	HKD 110.70	30,480															
d)	Aggregated information - Aggregated volume - Price	 91,440 HKD 110.70															

e)	Date of the transactions	2026-03-25
f)	Place of the transactions	Hong Kong Stock Exchange

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															
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	Price(s)	Volume(s)															
(i)	HKD 110.70	35,626															
(ii)	HKD 110.70	35,626															
(iii)	HKD 110.70	35,626															
(iv)	HKD 110.70	53,440															
d)	Aggregated information																

	- Aggregated volume	160,318
	- Price	HKD 110.70
e)	Date of the transactions	2026-03-25
f)	Place of the transactions	Hong Kong 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	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 transactions	(i) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2027 (ii) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2028 (iii) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2029 (iv) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2029 subject to the achievement of performance criteria												
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	Price(s)	Volume(s)												
(i)	HKD 110.70	15,564												
(ii)	HKD 110.70	15,564												
(iii)	HKD 110.70	15,564												

		(iv)	HKD 110.70	23,346	
d)	Aggregated information				
	- Aggregated volume		70,038		
	- Price		HKD 110.70		
e)	Date of the transactions		2026-03-25		
f)	Place of the transactions		Hong Kong 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 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	Ordinary shares of 5 pence each									
	Identification code	GB0007099541									
b)	Nature of the transactions	(i) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2027 (ii) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2028 (iii) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2029 (iv) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2029 subject to the achievement of performance criteria									
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	Price(s)	Volume(s)									
(i)	HKD 110.70	22,977									

		(ii)	HKD 110.70	22,977	
		(iii)	HKD 110.70	22,977	
		(iv)	HKD 110.70	34,466	
d)	Aggregated information - Aggregated volume - Price	103,397 HKD 110.70			
e)	Date of the transactions	2026-03-25			
f)	Place of the transactions	Hong Kong 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 transactions	(i) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2027 (ii) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2028 (iii) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2029 (iv) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2029 subject to the achievement of performance criteria			
c)	Price(s) and volume(s)				

		Price(s)	Volume(s)
		(i) HKD 110.70	11,146
		(ii) HKD 110.70	11,146
		(iii) HKD 110.70	11,146
		(iv) HKD 110.70	16,719
d)	Aggregated information - Aggregated volume - Price	50,157 HKD 110.70	
e)	Date of the transactions	2026-03-25	
f)	Place of the transactions	Hong Kong Stock Exchange	

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Angel Ng	
2	Reason for the notification		
a)	Position/status	Regional CEO, Greater China; Group Customer, Wealth and Product (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 transactions	(i) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2027 (ii) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2028 (iii) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2029 (iv) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2029 subject	

		to the achievement of performance criteria																
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	Price(s)	Volume(s)																
(i)	HKD 110.70	36,661																
(ii)	HKD 110.70	36,661																
(iii)	HKD 110.70	36,661																
(iv)	HKD 110.70	54,992																
d)	Aggregated information - Aggregated volume - Price	164,975 HKD 110.70																
e)	Date of the transactions	2026-03-25																
f)	Place of the transactions	Hong Kong Stock Exchange																

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 transactions	(i) Receipt of an award under the Prudential Global Long Term Incentive Plan to be released in March 2027

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	Price(s)	Volume(s)															
(i)	HKD 110.70	14,041															
(ii)	HKD 110.70	14,041															
(iii)	HKD 110.70	14,041															
(iv)	HKD 110.70	21,061															
d)	Aggregated information - Aggregated volume - Price	63,184 HKD 110.70															
e)	Date of the transactions	2026-03-25															
f)	Place of the transactions	Hong Kong Stock Exchange															

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Naveen Tahilyani
2	Reason for the notification	
a)	Position/status	Regional CEO, Indonesia, Malaysia, the Philippines, India, Africa; Group Agency and Health (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	

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	Price(s)	Volume(s)															
(i)	HKD 110.70	9,008															
(ii)	HKD 110.70	9,008															
(iii)	HKD 110.70	9,008															
(iv)	HKD 110.70	13,512															
d)	Aggregated information - Aggregated volume - Price	40,536 HKD 110.70															
e)	Date of the transactions	2026-03-25															
f)	Place of the transactions	Hong Kong 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, Vietnam, Cambodia, Laos, Myanmar; Group 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																
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	Price(s)	Volume(s)															
(i)	HKD 110.70	17,488															
(ii)	HKD 110.70	17,488															
(iii)	HKD 110.70	17,488															
(iv)	HKD 110.70	26,232															
d)	Aggregated information - Aggregated volume - Price	78,696 HKD 110.70															
e)	Date of the transactions	2026-03-25															
f)	Place of the transactions	Hong Kong 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.

<https://www.prudentialplc.com/>

Contact

Hannah Perera, Director, Group Reward and CHRO UK Group HR, +44 (0)20 3977 9529

Sylvia Edwards, Deputy Group Secretary, +44 (0)20 3977 9214