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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.

12 August 2026, Hong Kong

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

Chair

Sir Douglas Flint CBE

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 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	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>GBP 10.432961</td> <td>40</td> </tr> </table>	Price(s)	Volume(s)	GBP 10.432961	40
Price(s)	Volume(s)					
GBP 10.432961	40					
d)	Aggregated information - Aggregated volume - Price	40 GBP 10.432961				
e)	Date of the transaction	2026-08-10				

f)	Place of the transaction	London Stock Exchange (LSE)
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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> <tr> <td>Price(s)</td><td>Volume(s)</td></tr> <tr> <td>GBP 10.432961</td><td>36</td></tr> </table>	Price(s)	Volume(s)	GBP 10.432961	36
Price(s)	Volume(s)					
GBP 10.432961	36					
d)	Aggregated information - Aggregated volume - Price	36 GBP 10.432961				
e)	Date of the transaction	2026-08-10				
f)	Place of the transaction	London Stock Exchange (LSE)				

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					
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Price(s)	Volume(s)						
GBP 10.432961	40						
d)	Aggregated information - Aggregated volume - Price	40 GBP 10.432961					
e)	Date of the transaction	2026-08-10					
f)	Place of the transaction	London Stock Exchange (LSE)					

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 transaction	Acquisition of shares through the Prudential All Employee Share Purchase Plan					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>GBP 10.432961</td><td>39</td></tr></table>		Price(s)	Volume(s)	GBP 10.432961	39
Price(s)	Volume(s)						
GBP 10.432961	39						
d)	Aggregated information - Aggregated volume - Price	39 GBP 10.432961					
e)	Date of the transaction	2026-08-10					
f)	Place of the transaction	London Stock Exchange (LSE)					

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)		
		Price(s)	Volume(s)
		GBP 10.432961	40
d)	Aggregated information - Aggregated volume - Price	40 GBP 10.432961	
e)	Date of the transaction	2026-08-10	
f)	Place of the transaction	London Stock Exchange (LSE)	

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						
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><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>GBP 10.432961</td><td>36</td></tr></table>		Price(s)	Volume(s)	GBP 10.432961	36
Price(s)	Volume(s)						
GBP 10.432961	36						
d)	Aggregated information - Aggregated volume	36					

	- Price	GBP 10.432961
e)	Date of the transaction	2026-08-10
f)	Place of the transaction	London Stock Exchange (LSE)

1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	Anil Wadhwani				
2	Reason for the notification					
a)	Position/status	Chief Executive 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				
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Price(s)	Volume(s)					
GBP 10.432961	40					
d)	Aggregated information - Aggregated volume - Price	40 GBP 10.432961				
e)	Date of the transaction	2026-08-10				
f)	Place of the transaction	London Stock Exchange (LSE)				

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.

www.prudentialplc.com

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