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.

12 November 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 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 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

<table>
<tr><td>1</td><td colspan="2">Details of the person discharging managerial responsibilities / person closely associated</td></tr>
<tr><td>a)</td><td>Name</td><td>Ben Bulmer</td></tr>
<tr><td>2</td><td colspan="2">Reason for the notification</td></tr>
<tr><td>a)</td><td>Position/status</td><td>Chief Financial Officer (PDMR)</td></tr>
<tr><td>b)</td><td>Initial notification /Amendment</td><td>Initial notification</td></tr>
<tr><td>3</td><td colspan="2">Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</td></tr>
<tr><td>a)</td><td>Name</td><td>Prudential plc</td></tr>
<tr><td>b)</td><td>LEI</td><td>5493001Z3ZE83NGK8Y12</td></tr>
<tr><td>4</td><td colspan="2">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</td></tr>
<tr><td>a)</td><td>Description of the financial instrument, type of instrument

Identification code</td><td>Ordinary shares of 5 pence each

GB0007099541</td></tr>
<tr><td>b)</td><td>Nature of the transaction</td><td>Acquisition of shares through the Prudential All Employee Share Purchase Plan</td></tr>
<tr><td>c)</td><td>Price(s) and volume(s)</td><td><table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>GBP 9.834149</td><td>42</td></tr></table></td></tr>
<tr><td>d)</td><td>Aggregated information

- Aggregated volume

- Price</td><td>
42

GBP 9.834149</td></tr>
<tr><td>e)</td><td>Date of the transaction</td><td>2026-11-10</td></tr>
</table>

f)	Place of the transaction	London Stock Exchange (LSE)

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)	Price(s): GBP 9.834149 — Volume(s): 38
d)	Aggregated information - Aggregated volume - Price	 38 GBP 9.834149
e)	Date of the transaction	2026-11-10
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
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>GBP 9.834149</td><td>42</td></tr></table>
d)	Aggregated information - Aggregated volume - Price	 42 GBP 9.834149
e)	Date of the transaction	2026-11-10
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

<table>
<tr><td>4</td><td colspan="2">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</td></tr>
<tr><td>a)</td><td>Description of the financial instrument, type of instrument

Identification code</td><td>Ordinary shares of 5 pence each

GB0007099541</td></tr>
<tr><td>b)</td><td>Nature of the transaction</td><td>Acquisition of shares through the Prudential All Employee Share Purchase Plan</td></tr>
<tr><td>c)</td><td>Price(s) and volume(s)</td><td><table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>GBP 9.834149</td><td>41</td></tr></table></td></tr>
<tr><td>d)</td><td>Aggregated information
- Aggregated volume
- Price</td><td>
41
GBP 9.834149</td></tr>
<tr><td>e)</td><td>Date of the transaction</td><td>2026-11-10</td></tr>
<tr><td>f)</td><td>Place of the transaction</td><td>London Stock Exchange (LSE)</td></tr>
</table>

1	**Details of the person discharging managerial responsibilities / person closely associated**	
a)	Name	Kenneth Rappold
2	**Reason for the notification**	
a)	Position/status	Chief 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><tr><th>Price(s)</th><th>Volume(s)</th></tr><tr><td>GBP 9.834149</td><td>42</td></tr></table>
d)	Aggregated information - Aggregated volume - Price	 42 GBP 9.834149
e)	Date of the transaction	2026-11-10
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, Thailand, Vietnam, Cambodia and 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><th>Price(s)</th><th>Volume(s)</th></tr><tr><td>GBP 9.834149</td><td>39</td></tr></table>
d)	Aggregated information	

	- Aggregated volume - Price	39 GBP 9.834149
e)	Date of the transaction	2026-11-10
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
b)	Nature of the transaction	Acquisition of shares through the Prudential All Employee Share Purchase Plan
c)	Price(s) and volume(s)	<table><tr><th>Price(s)</th><th>Volume(s)</th></tr><tr><td>GBP 9.834149</td><td>42</td></tr></table>
d)	Aggregated information - Aggregated volume - Price	 42 GBP 9.834149
e)	Date of the transaction	2026-11-10
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

Contact

Sylvia Edwards, Deputy Group Secretary, +44 7920 702682