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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.

31 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) Acquisition of shares for nil consideration following the release of an award made in 2025 under the Prudential Global Long Term Incentive Plan by the trustee of the Prudential plc Employee Share Trust (the “Trustee”)						
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>(i)</td> <td>Nil</td> <td>18,587</td> </tr> </tbody> </table>		Price(s)	Volume(s)	(i)	Nil	18,587
	Price(s)	Volume(s)						
(i)	Nil	18,587						
d)	Aggregated information - Aggregated volume - Price	18,587 N/A						
e)	Date of the transactions	2026-03-27						
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												
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) Acquisition of shares for nil consideration following the release of an award made in 2023 under the Prudential Global Long Term Incentive Plan by the trustee of the Prudential plc Employee Share Trust (the “Trustee”) (ii) Acquisition of shares for nil consideration following the release of an award made in 2024 under the Prudential Global Long Term Incentive Plan by the Trustee (iii) Acquisition of shares for nil consideration following the release of an award made in 2025 under the Prudential Global Long Term Incentive Plan by the Trustee												
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	Price(s)	Volume(s)												
(i)	Nil	16,526												
(ii)	Nil	44,297												
(iii)	Nil	42,922												
d)	Aggregated information - Aggregated volume - Price	 103,745 N/A												
e)	Date of the transactions	2026-03-27												
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) Acquisition of shares for nil consideration following the release of awards made in 2023 under the Prudential Global Long Term Incentive Plan by the trustee of the Prudential plc Employee Share Trust (the “Trustee”) (ii) Acquisition of shares for nil consideration following the release of an award made in 2024 under the Prudential Global Long Term Incentive Plan by the Trustee (iii) Acquisition of shares for nil consideration following the release of an award made in 2025 under the Prudential Global Long Term Incentive Plan by the Trustee												
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	Price(s)	Volume(s)												
(i)	Nil	3,901												
(ii)	Nil	21,567												
(iii)	Nil	20,098												
d)	Aggregated information - Aggregated volume - Price	 45,566 N/A												
e)	Date of the transactions	2026-03-27												
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 Identification code	Ordinary shares of 5 pence each GB0007099541												
b)	Nature of the transactions	(i) Acquisition of shares for nil consideration following the release of an award made in 2023 under the Prudential Global Long Term Incentive Plan by the trustee of the Prudential plc Employee Share Trust (the "Trustee") (ii) Acquisition of shares for nil consideration following the release of an award made in 2024 under the Prudential Global Long Term Incentive Plan by the Trustee (iii) Acquisition of shares for nil consideration following the release of an award made in 2025 under the Prudential Global Long Term Incentive Plan by the Trustee												
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	Price(s)	Volume(s)												
(i)	Nil	28,303												
(ii)	Nil	49,500												
(iii)	Nil	31,618												
d)	Aggregated information - Aggregated volume - Price	109,421 N/A												
e)	Date of the transactions	2026-03-27												
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) Acquisition of shares for nil consideration following the release of an award made in 2025 under the Prudential Global Long Term Incentive Plan by the trustee of the Prudential plc Employee Share Trust (the “Trustee”)						
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>(i)</td> <td>Nil</td> <td>9,275</td> </tr> </tbody> </table>		Price(s)	Volume(s)	(i)	Nil	9,275
	Price(s)	Volume(s)						
(i)	Nil	9,275						
d)	Aggregated information - Aggregated volume - Price	9,275 N/A						
e)	Date of the transactions	2026-03-27						
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) Acquisition of shares for nil consideration following the release of an award made in 2025 under the Prudential Global Long Term Incentive Plan by the trustee of the Prudential plc Employee Share Trust (the "Trustee")						
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>(i)</td> <td>Nil</td> <td>13,821</td> </tr> </tbody> </table>		Price(s)	Volume(s)	(i)	Nil	13,821
	Price(s)	Volume(s)						
(i)	Nil	13,821						
d)	Aggregated information - Aggregated volume - Price	13,821 N/A						
e)	Date of the transactions	2026-03-27						
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													
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 5 pence each GB0007099541												
b)	Nature of the transactions	(i) Acquisition of shares for nil consideration following the release of an award made in 2023 under the Prudential Global Long Term Incentive Plan by the trustee of the Prudential plc Employee Share Trust (the “Trustee”) (ii) Acquisition of shares for nil consideration following the release of an award made in 2024 under the Prudential Global Long Term Incentive Plan by the Trustee (iii) Acquisition of shares for nil consideration following the release of an award made in 2025 under the Prudential Global Long Term Incentive Plan by the Trustee												
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>(i)</td> <td>Nil</td> <td>26,580</td> </tr> <tr> <td>(ii)</td> <td>Nil</td> <td>30,617</td> </tr> <tr> <td>(iii)</td> <td>Nil</td> <td>31,799</td> </tr> </tbody> </table>		Price(s)	Volume(s)	(i)	Nil	26,580	(ii)	Nil	30,617	(iii)	Nil	31,799
	Price(s)	Volume(s)												
(i)	Nil	26,580												
(ii)	Nil	30,617												
(iii)	Nil	31,799												
d)	Aggregated information - Aggregated volume - Price	 88,996 N/A												
e)	Date of the transactions	2026-03-27												
f)	Place of the transactions	Hong Kong Stock Exchange												

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Anil Wadhvani
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	Ordinary shares of 5 pence each							
	Identification code	GB0007099541							
b)	Nature of the transactions	(i) Acquisition of shares for nil consideration following the release of an award made in 2025 under the Prudential Deferred Annual Incentive Plan by the trustee of the Prudential plc Employee Share Trust (the “Trustee”)							
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>(i)</td> <td>Nil</td> <td>34,907</td> </tr> </tbody> </table>			Price(s)	Volume(s)	(i)	Nil	34,907
	Price(s)	Volume(s)							
(i)	Nil	34,907							
d)	Aggregated information								
	- Aggregated volume	34,907							
	- Price	N/A							
e)	Date of the transactions	2026-03-27							
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

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