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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 July 2024, Hong Kong

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

Chair

Shriti Vinodkant Vadera

Executive Director

Anil Wadhvani (*Chief Executive Officer*)

Independent Non-executive Directors

Jeremy David Bruce Anderson CBE, Arijit Basu, Chua Sock Koong, 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 | 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 border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>GBP 7.202711</td> <td>54</td> </tr> </tbody> </table> | Price(s) | Volume(s) | GBP 7.202711 | 54 |
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| GBP 7.202711 | 54 | | | | | |
| d) | Aggregated information - Aggregated volume - Price | 54 GBP 7.202711 | | | | |
| e) | Date of the transaction | 2024-07-10 | | | | |
| f) | Place of the transaction | London Stock Exchange | | | | |

| 1 | Details of the person discharging managerial responsibilities / person closely associated | | | | | |
|--------------|--|--|----------|-----------|--------------|----|
| a) | Name | Solmaz Altin | | | | |
| 2 | Reason for the notification | | | | | |
| a) | Position/status | Managing Director, Strategic Business Group (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 | | | | |
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| f) | Place of the transaction | London 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 | | | | | |
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| 1 | Details of the person discharging managerial responsibilities / person closely associated | | | | | |
|--------------|--|--|----------|-----------|--------------|----|
| a) | Name | Dennis Tan | | | | |
| 2 | Reason for the notification | | | | | |
| a) | Position/status | Managing Director, Strategic Business Group (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 | | | | |
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| e) | Date of the transaction | 2024-07-10 | | | | |
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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 | | | | | |
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| 1 | Details of the person discharging managerial responsibilities / person closely associated | | | | | |
|--------------|--|--|----------|-----------|--------------|----|
| a) | Name | Bill Maldonado | | | | |
| 2 | Reason for the notification | | | | | |
| a) | Position/status | Chief Executive Officer Eastspring Investments Group (PDMR) | | | | |
| b) | Initial notification /Amendment | Initial notification | | | | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | |
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Additional information

About Prudential plc

Prudential plc provides life and health insurance and asset management in 24 markets across Asia 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 (2378) and the London Stock Exchange (PRU). It also has a secondary listing on the Singapore Stock Exchange (K6S) and a listing on the New York Stock Exchange (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/>

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Thomas Clarkson, Company Secretary, +44 (0)20 3977 9172