

M&G plc NEWS RELEASE
2 October 2025

M&G plc

Notification of transactions by Persons Discharging Managerial Responsibilities (PDMRs)

Vest and release of awards under the Deferred Incentive Plan (DIP)

Vest into a holding period

On 30 September 2025, a DIP recruitment award granted to Shawn Gamble on 3 April 2025 vested and entered a six-month holding period. The shares that vested will be held gross of tax until the end of the holding period on 30 March 2026.

Vest and release of shares

On 30 September 2025, a DIP recruitment award granted to Ms. Gamble on 3 April 2025 vested. The shares that vested were released to Ms. Gamble on 1 October 2025.

Additionally, on 1 October 2025, DIP awards that were granted to Matthew Howells and Joseph Pinto on 1 April 2025 were released to the PDMRs. These awards were granted with an immediate vest and six-month holding period in order to meet regulatory requirements.

For all awards released to the PDMRs on 1 October 2025, sufficient shares were sold to cover the PDMRs' tax liabilities and sale costs, with the balance of shares retained by the PDMRs.

Summary table

| Name | Number of shares vested and entered a holding period under the DIP | Number of shares released under the DIP | Number of shares sold to cover tax liabilities and sales costs in relation to the DIP |
|-----------------|--|---|---|
| Shawn Gamble | 60,945 | 49,735 | 23,459 |
| Matthew Howells | n/a | 39,998 | 18,866 |
| Joseph Pinto | n/a | 59,023 | 27,839 |

The notification below, which has been made in accordance with the requirements of the Market Abuse Regulation, provides further detail.

Contact

Christopher Smyth, Director of Secretariat - 020 8162 0527
Shama Ludlow, Head of Share Plans and Share Registration - 020 8162 0611

| | | |
|----------|--|---|
| 1 | Details of the person discharging managerial responsibilities / person closely associated | |
| a) | Name | Shawn Gamble |
| 2 | Reason for the notification | |
| a) | Position/status | Group Chief Risk and Compliance Officer |
| b) | Initial notification/Amendment | Initial notification |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | |
| a) | Name | M&G plc |
| b) | LEI | 254900TWUJUQ44TQJY84 |
| 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 | Ordinary shares of 5 pence each |

| | | | | |
|----|--|--|------------|------------|
| | Instrument | | | |
| | Identification code | GB00BKFB1C65 | | |
| b) | Nature of the transaction | a. Vest of a conditional award under the DIP into a six-month holding period b. Vest and release of conditional award under the DIP | | |
| c) | Price(s) and volume(s) | Item | Price (s) | Volume (s) |
| | | a. | Nil | 60,945 |
| | | b. | Nil | 49,735 |
| d) | Aggregated information | | | |
| | -Aggregated volume | 110,680 | | |
| | -Price | Nil | | |
| e) | Date of the transaction | 2025-09-30 | | |
| f) | Place of the transaction | Outside a trading venue | | |
| 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 | GB00BKFB1C65 | | |
| b) | Nature of the transaction | Sale of shares to cover applicable withholding tax and other deductions arising from the release of conditional award under the DIP | | |
| c) | Price(s) and volume(s) | Price (s) | Volume (s) | |
| | | £2.5192 | 23,459 | |
| d) | Aggregated information | | | |
| | -Aggregated volume | 23,459 | | |
| | -Price | £2.5192 | | |
| e) | Date of the transaction | 2025-10-01 | | |
| f) | Place of the transaction | XLON | | |

| | | | |
|----|---|--|------------|
| 1 | Details of the person discharging managerial responsibilities / person closely associated | | |
| a) | Name | Matt Howells | |
| 2 | Reason for the notification | | |
| a) | Position/status | Chief People Officer | |
| b) | Initial notification/Amendment | Initial notification | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | |
| a) | Name | M&G plc | |
| b) | LEI | 254900TWUJUQ44TQJY84 | |
| 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 | GB00BKFB1C65 | |
| b) | Nature of the transaction | Vest and release of a conditional award under the DIP | |
| c) | Price(s) and volume(s) | Price (s) | Volume (s) |
| | | Nil | 39,998 |
| d) | Aggregated information | | |
| | -Aggregated volume | 39,998 | |
| | -Price | Nil | |
| e) | Date of the transaction | 2025-10-01 | |
| f) | Place of the transaction | Outside a trading venue | |
| 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 | GB00BKFB1C65 | |
| b) | Nature of the transaction | Sale of shares to cover applicable withholding tax and other | |

| | | | |
|----|--------------------------|--|------------|
| | | deductions arising from the release of conditional award under the DIP | |
| c) | Price(s) and volume(s) | Price (s) | Volume (s) |
| | | £2.5192 | 18,866 |
| d) | Aggregated information | | |
| | -Aggregated volume | 18,866 | |
| | -Price | £2.5192 | |
| e) | Date of the transaction | 2025-10-01 | |
| f) | Place of the transaction | XLON | |

| | | | |
|----|---|---|------------|
| 1 | Details of the person discharging managerial responsibilities / person closely associated | | |
| a) | Name | Joseph Pinto | |
| 2 | Reason for the notification | | |
| a) | Position/status | Chief Executive, Asset Management | |
| b) | Initial notification/Amendment | Initial notification | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | |
| a) | Name | M&G plc | |
| b) | LEI | 254900TWUJUQ44TQJY84 | |
| 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 | GB00BKFB1C65 | |
| b) | Nature of the transaction | Vest and release of a conditional award under the DIP | |
| c) | Price(s) and volume(s) | Price (s) | Volume (s) |
| | | Nil | 59,023 |
| d) | Aggregated information | | |
| | -Aggregated volume | 59,023 | |
| | -Price | Nil | |
| e) | Date of the transaction | 2025-10-01 | |
| f) | Place of the transaction | Outside a trading venue | |
| 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 | GB00BKFB1C65 | |
| b) | Nature of the transaction | Sale of shares to cover applicable withholding tax and other deductions arising from the release of conditional award under the DIP | |
| c) | Price(s) and volume(s) | Price (s) | Volume (s) |
| | | £2.5192 | 27,839 |
| d) | Aggregated information | | |
| | -Aggregated volume | 27,839 | |
| | -Price | £2.5192 | |
| e) | Date of the transaction | 2025-10-01 | |
| f) | Place of the transaction | XLON | |

LEI: 254900TWUJUQ44TQJY84

Classification: 2.2 Information disclosed under article 19 of the Market Abuse Regulation.

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact ms@seg.com or visit www.ms.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how

RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

DSHFSSSAEEISEIS