

PRUDENTIAL PLC  
Form 6-K  
March 09, 2018

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 6-K

REPORT OF FOREIGN PRIVATE ISSUER

Pursuant to Rule 13a-16 or 15d-16 of  
the Securities Exchange Act of 1934

For the month of March, 2018

PRUDENTIAL PUBLIC LIMITED COMPANY

(Translation of registrant's name into English)

LAURENCE POUNTNEY HILL,  
LONDON, EC4R 0HH, ENGLAND  
(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports  
under cover Form 20-F or Form 40-F.

Form 20-F  Form 40-F

Indicate by check mark whether the registrant by furnishing the information  
contained in this Form is also thereby furnishing the information to the  
Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes  No

If "Yes" is marked, indicate below the file number assigned to the registrant  
in connection with Rule 12g3-2(b): 82-

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 Michael Wells

2 Reason for the notification

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- a) Position/status Group Chief Executive (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
- Description of the financial instrument, type of instrument Ordinary shares of 5 pence each
- a) Identification code GB0007099541
- b) Nature of the transaction Acquisition of shares through the Prudential Group Share Incentive Plan
- Price(s) and volume(s) Price(s)      Volume(s)
- c) GBP 18.25      10
- Aggregated information
- d) - Aggregated volume 10
- Price GBP 18.25
- e) Date of the transaction 2018-03-08
- f) Place of the transaction London Stock Exchange
- 1 Details of the person discharging managerial responsibilities / person closely associated
- a) Name Mark FitzPatrick
- 2 Reason for the notification
- a) Position/status

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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

Ordinary shares of 5 pence each

Identification code

GB0007099541

b) Nature of the transaction

Acquisition of shares through the Prudential Group Share Incentive Plan

Price(s) and volume(s)

Price(s)	Volume(s)
GBP 18.25	11

c)

GBP 18.25 11

Aggregated information

d) - Aggregated volume

11

- Price

GBP 18.25

e) Date of the transaction

2018-03-08

f) Place of the transaction

London Stock Exchange

1 Details of the person discharging managerial responsibilities / person closely associated

a) Name

John Foley

2 Reason for the notification

a) Position/status

Executive Director (PDMR)

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- 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
- Description of the financial instrument, type of instrument Ordinary shares of 5 pence each
- a) Identification code GB0007099541
- b) Nature of the transaction Acquisition of shares through the Prudential Group Share Incentive Plan
- Price(s) and volume(s) Price(s) Volume(s)
- c) GBP 18.25 10
- Aggregated information
- d) - Aggregated volume 10
- Price GBP 18.25
- e) Date of the transaction 2018-03-08
- f) Place of the transaction London Stock Exchange
- 1 Details of the person discharging managerial responsibilities / person closely associated
- a) Name Julian Adams
- 2 Reason for the notification
- a) Position/status Group Regulatory and Government Relations Director (PDMR)
- b) Initial notification /Amendment Initial notification

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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

Description of the financial instrument, type of instrument	Ordinary shares of 5 pence each
a) Identification code	GB0007099541
b) Nature of the transaction	Acquisition of shares through the Prudential Group Share Incentive Plan
Price(s) and volume(s)	Price(s) Volume(s)
c)	GBP 18.25 10

Aggregated information

d) - Aggregated volume	10
- Price	GBP 18.25
e) Date of the transaction	2018-03-08
f) Place of the transaction	London Stock Exchange

1 Details of the person discharging managerial responsibilities / person closely associated

a) Name Jonathan Oliver

2 Reason for the notification

a) Position/status Group Communications Director (PDMR)  
 b) Initial notification /Amendment Initial notification

3

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Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

- a) Name Prudential plc
- b) LEI 5493001Z3ZE83NGK8Y12

Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii)

- 4 each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted

- |                                                             |                                                                         |
|-------------------------------------------------------------|-------------------------------------------------------------------------|
| Description of the financial instrument, type of instrument | Ordinary shares of 5 pence each                                         |
| a) Identification code                                      | GB0007099541                                                            |
| b) Nature of the transaction                                | Acquisition of shares through the Prudential Group Share Incentive Plan |
| Price(s) and volume(s)                                      | Price(s)      Volume(s)                                                 |
| c)                                                          | GBP 18.25      9                                                        |

Aggregated information

- d) - Aggregated volume 9
- Price GBP 18.25
- e) Date of the transaction 2018-03-08
- f) Place of the transaction London Stock Exchange

1 Details of the person discharging managerial responsibilities / person closely associated

- a) Name Alan Porter

2 Reason for the notification

- a) Position/status Group General Counsel and Company Secretary (PDMR)
- b) Initial notification /Amendment Initial notification

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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

- |                                                             |                                                                         |
|-------------------------------------------------------------|-------------------------------------------------------------------------|
| Description of the financial instrument, type of instrument | Ordinary shares of 5 pence each                                         |
| a) Identification code                                      | GB0007099541                                                            |
| b) Nature of the transaction                                | Acquisition of shares through the Prudential Group Share Incentive Plan |
| Price(s) and volume(s)                                      | Price(s) Volume(s)                                                      |
| c)                                                          | GBP 18.25 10                                                            |

### Aggregated information

- d) - Aggregated volume 10
- Price GBP 18.25
- e) Date of the transaction 2018-03-08
- f) Place of the transaction London Stock Exchange

### Additional information

Prudential plc is not affiliated in any manner with Prudential Financial Inc., a company whose principal place of business is in the United States of America.

### Contact

Anne Olayinka, Trainee Company Secretarial Assistant, +44 (0)20 7548 3931

Chris Smith, Deputy Group Secretary, +44 (0)20 7548 2115

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

Date: 09 March 2018

PRUDENTIAL PUBLIC LIMITED COMPANY

By: /s/ Chris Smith

Chris Smith  
Deputy Group Secretary