

PRUDENTIAL PLC  
Form 6-K  
April 04, 2017

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 April, 2017

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													
a) Description of the financial instrument, type of instrument Identification code	American Depositary Receipt ("ADR") GB0007099541												
b) Nature of the transactions	(i) Acquisition of ADRs for nil consideration following the release of an award made in 2014 under the Prudential Long Term Incentive Plan by the trustee of the Prudential plc Employee Share Trust (the "Trustee") (ii) Acquisition of ADRs for nil consideration following the release of an award made in 2014 under the Annual Incentive Plan by the Trustee (iii) Sale of ADRs in relation to the transactions described in (i) & (ii) above only to cover withholding tax and fees.												
c) Price(s) and volume(s)	<table border="0"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>(i)</td> <td>Nil</td> <td>92,220</td> </tr> <tr> <td>(ii)</td> <td>Nil</td> <td>54,289</td> </tr> <tr> <td>(iii)</td> <td>USD 41.5845</td> <td>62,553</td> </tr> </tbody> </table>		Price(s)	Volume(s)	(i)	Nil	92,220	(ii)	Nil	54,289	(iii)	USD 41.5845	62,553
	Price(s)	Volume(s)											
(i)	Nil	92,220											
(ii)	Nil	54,289											
(iii)	USD 41.5845	62,553											
d) - Aggregated information - Aggregated volume - Price	N/A												
e) Date of the transactions	2017-04-03												

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- f) Place of the transactions New York Stock Exchange
- 
- 1 Details of the person discharging managerial responsibilities / person closely associated
- a) Name Nicolaos Nicandrou
- 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 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 2014 under the Prudential 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 2014 under the Annual Incentive Plan by the Trustee  
 (iii) Sale of shares in relation to the transactions described in (i) & (ii) above (includes shares sold to cover withholding tax and fees)

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(iv) Sale of additional shares

Price(s) Volume(s)

(i) Nil 102,158

(ii) Nil 38,024

(iii) £16.625 140,182

(iv) £16.625 5,985

c) Price(s) and volume(s)

Aggregated information

d) - Aggregated volume  
- Price

N/A

e) Date of the transactions

2017-04-03

f) Place of the transactions

London Stock Exchange

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

a) Name

Penelope James

2 Reason for the notification

a) Position/status

Group Chief Risk 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 2014 under the Prudential 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 2014 under the Group Deferred Bonus Plan by the Trustee  
(iii) Sale of shares in relation to the transactions described in (i) & (ii) above only to cover withholding tax and fees

Price(s) Volume(s)

c) Price(s) and volume(s)

(i) Nil 23,364

(ii) Nil 5,064

(iii) £16.625 13,376

Aggregated information  
d) - Aggregated volume  
- Price

N/A

e) Date of the transactions

2017-04-03

f) Place of the transactions

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)

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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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

(i) Acquisition of shares for nil consideration following the release of an award made in 2014 under the Prudential 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 2014 under the Annual Incentive Plan by the Trustee  
 (iii) Sale of shares in relation to the transactions described in (i) & (ii) above (includes shares sold to cover withholding tax and fees)

b) Nature of the transactions

	Price(s)	Volume(s)
c) Price(s) and volume(s)	(i) Nil	97,065
	(ii) Nil	33,968
	(iii) £16.625	131,033

Aggregated information  
 d) - Aggregated volume N/A  
 - Price

e) Date of the transactions 2017-04-03

f) Place of the transactions London Stock Exchange

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

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a) Name	John Foley									
2 Reason for the notification										
a) Position/status	Executive Director (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 2014 under the Prudential Long Term Incentive Plan by the trustee of the Prudential plc Employee Share Trust (ii) Sale of shares in relation to the transaction described in (i) above (includes shares sold to cover withholding tax and fees)									
c) Price(s) and volume(s)	<table border="0"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>(i)</td> <td>Nil</td> <td>22,807</td> </tr> <tr> <td>(ii)</td> <td>£16.63</td> <td>22,807</td> </tr> </tbody> </table>		Price(s)	Volume(s)	(i)	Nil	22,807	(ii)	£16.63	22,807
	Price(s)	Volume(s)								
(i)	Nil	22,807								
(ii)	£16.63	22,807								
d) - Aggregated information - Aggregated volume - Price	N/A									
e) Date of the transactions	2017-04-04									
f) Place of the transactions	London Stock Exchange									

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

a) Name Barry Stowe

2 Reason for the notification

a) Position/status Executive Director (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 American Depository Receipt ("ADR")  
 Identification code GB0007099541

(i) Acquisition of ADRs for nil consideration following the release of an award made in 2014 under the Prudential Long Term Incentive Plan by the trustee of the Prudential plc Employee Share Trust (the "Trustee")

b) Nature of the transactions (ii) Acquisition of ADRs for nil consideration following the release of an award made in 2014 under the Annual Incentive Plan by the Trustee

(iii) Sale of ADRs in relation to the transactions described in (i) & (ii) above (includes ADRs sold to cover withholding tax and fees)

(iv) Sale of additional ADRs

Price(s) Volume(s)

c) Price(s) and volume(s)



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- (i) Nil 42,748
- (ii) Nil 16,475
- (iii) USD 41.5845 59,223
- (iv) USD 41.4358 46,132

Aggregated information  
d) - Aggregated volume  
- Price

N/A

e) Date of the transactions

2017-04-03

f) Place of the transactions

New York Stock Exchange

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

a) Name

Tony Wilkey

2 Reason for the notification

a) Position/status

Executive Director (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 2014 under the Prudential 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 2014 under the PCA Long Term Incentive Plan by the Trustee  
(iii) Acquisition of shares for nil consideration following the release of an award made in 2014 under the PCA Deferred Bonus Plan by the Trustee  
(iv) Sale of shares in relation to the transactions described in (i) - (iii) above (includes shares sold to cover withholding tax and fees)

Price(s) Volume(s)

(i) Nil 17,072

(ii) Nil 45,870

(iii) Nil 84,595

(iv) £16.625 147,537

c) Price(s) and volume(s)

Aggregated information  
d) - Aggregated volume  
- Price

N/A

e) Date of the transactions

2017-04-03

f) Place of the transactions

London Stock Exchange

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

a) Name

Raghunath Hariharan

2 Reason for the notification

a) Position/status

Director of Strategy &  
Capital Market Relations  
(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

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 2014 under the Prudential 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 2014 under the Group Deferred Bonus Plan by the Trustee  
 (iii) Sale of shares in relation to the transactions described in (i) & (ii) above (includes shares sold to cover withholding tax and fees)

c) Price(s) and volume(s)

	Price(s)	Volume(s)
(i)	Nil	16,174
(ii)	Nil	3,957
(iii)	£16.625	20,131

d) Aggregated information  
 - Aggregated volume N/A  
 - Price

e) Date of the transactions 2017-04-03

f) Place of the transactions London Stock Exchange

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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 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 2014 under the Prudential 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 2014 under the Group Deferred Bonus Plan by the Trustee  
(iii) Sale of shares in relation to the transactions described in (i) & (ii) above only to cover withholding tax and fees

c) Price(s) and volume(s) Price(s) Volume(s)

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(i) Nil 7,457

(ii) Nil 1,972

(iii) £16.625 4,437

Aggregated information

d) - Aggregated volume  
- Price

N/A

e) Date of the transactions

2017-04-03

f) Place of the transactions

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

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 2014 under the Prudential  
Long Term Incentive Plan  
by the trustee of the

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Prudential plc Employee Share Trust (the "Trustee")  
(ii) Acquisition of shares for nil consideration following the release of an award made in 2014 under the Group Deferred Bonus Plan by the Trustee  
(iii) Sale of shares in relation to the transactions described in (i) & (ii) above (includes shares sold to cover withholding tax and fees)  
(iv) Sale of additional shares

Price(s) Volume(s)

(i) Nil 19,111

(ii) Nil 5,048

(iii) £16.625 24,159

(iv) £16.625 1,467

c) Price(s) and volume(s)

Aggregated information

d) - Aggregated volume  
- Price

N/A

e) Date of the transactions

2017-04-03

f) Place of the transactions

London Stock Exchange

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

a) Name

Tim Rolfe

2 Reason for the notification

a) Position/status

Group Human Resources  
Director (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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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

(i) Acquisition of shares for nil consideration following the release of an award made in 2014 under the Prudential 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 2014 under the Group Deferred Bonus Plan by the Trustee  
 (iii) Sale of shares in relation to the transactions described in (i) & (ii) above (includes shares sold to cover withholding tax and fees)

b) Nature of the transactions

	Price(s)	Volume(s)
c) Price(s) and volume(s)	(i) Nil	17,972
	(ii) Nil	4,648
	(iii) £16.625	22,620

Aggregated information  
 d) - Aggregated volume N/A  
 - Price

e) Date of the transactions 2017-04-03

f) Place of the transactions London Stock Exchange

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

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a) Name	Michael Wells			
2 Reason for the notification				
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				
a) Description of the financial instrument, type of instrument Identification code	Ordinary shares of 5 pence each GB0007099541			
b) Nature of the transactions	(i) Receipt of an award under the Prudential Long Term Incentive Plan to be released in April 2020 subject to the achievement of performance criteria (ii) Receipt of an award under the Annual Incentive Plan to be released in April 2020			
<table border="0" style="margin-left: auto; margin-right: auto;"> <tr> <td></td> <td style="text-align: center;">Price(s)</td> <td style="text-align: center;">Volume(s)</td> </tr> </table>			Price(s)	Volume(s)
	Price(s)	Volume(s)		
c) Price(s) and volume(s)	(i) £16.75    263,401 (ii) £16.75    51,371			
d) - Aggregated information - Aggregated volume - Price	N/A			
e) Date of the transactions	2017-04-04			
f) Place of the transactions	London Stock Exchange			



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

a) Name Nicolaos Nicandrou

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 Ordinary shares of 5 pence each  
Identification code GB0007099541

b) Nature of the transactions  
(i) Receipt of an award under the Prudential Long Term Incentive Plan to be released in April 2020 subject to the achievement of performance criteria  
(ii) Receipt of an award under the Annual Incentive Plan to be released in April 2020

	Price(s)	Volume(s)
c) Price(s) and volume(s)	(i) £16.75	108,357
	(ii) £16.75	29,504

Aggregated information  
d) - Aggregated volume N/A  
- Price

e) Date of the transactions 2017-04-04

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f) Place of the transactions	London Stock Exchange
1 Details of the person discharging managerial responsibilities / person closely associated	
a) Name	Penelope James
2 Reason for the notification	
a) Position/status	Group Chief Risk 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
a) Identification code	GB0007099541
b) Nature of the transactions	(i) Receipt of an award under the Prudential Long Term Incentive Plan to be released in April 2020 subject to the achievement of performance criteria (ii) Receipt of an award under the Annual Incentive Plan to be released in April 2020
	Price(s) Volume(s)
c) Price(s) and volume(s)	(i) £16.75 95,073
	(ii) £16.75 22,966
d) Aggregated information	N/A
- Aggregated volume	
- Price	

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e) Date of the transactions	2017-04-04
f) Place of the transactions	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)
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) Receipt of an award under the Prudential Long Term Incentive Plan to be released in April 2020 subject to the achievement of performance criteria (ii) Receipt of an award under the Annual Incentive Plan to be released in April 2020
	Price(s) Volume(s)
c) Price(s) and volume(s)	(i) £16.75 114,177 (ii) £16.75 30,352
d) Aggregated information	N/A

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- Aggregated volume
- Price

e) Date of the transactions 2017-04-04

f) Place of the transactions London Stock Exchange

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

a) Name Anne Richards

2 Reason for the notification

a) Position/status Executive Director (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) Receipt of an award under the Prudential Long Term Incentive Plan to be released in April 2020 subject to the achievement of performance criteria  
(ii) Receipt of an award under the Annual Incentive Plan to be released in April 2020

c) Price(s) and volume(s)

	Price(s)	Volume(s)
(i)	£16.75	107,461
(ii)	£16.75	32,668

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Aggregated information	
d) - Aggregated volume - Price	N/A
e) Date of the transactions	2017-04-04
f) Place of the transactions	London Stock Exchange
1 Details of the person discharging managerial responsibilities / person closely associated	
a) Name	Barry Stowe
2 Reason for the notification	
a) Position/status	Executive Director (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	American Depositary Receipt ("ADR") GB0007099541
b) Nature of the transactions	(i) Receipt of an award under the Prudential Long Term Incentive Plan to be released in April 2020 subject to the achievement of performance criteria (ii) Receipt of an award under the Annual Incentive Plan to be released in April 2020
c) Price(s) and volume(s)	Price(s) Volume(s) (i) 123,845

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USD  
42.12

(ii) USD 67,267  
42.12

Aggregated information

d) - Aggregated volume  
- Price

N/A

e) Date of the transactions

2017-04-04

f) Place of the transactions

New York Stock Exchange

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

a) Name

Tony Wilkey

2 Reason for the notification

a) Position/status

Executive Director (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) Receipt of an award  
under the Prudential Long  
Term Incentive Plan to be  
released in April 2020  
subject to the achievement  
of performance criteria  
(ii) Receipt of an award  
under the Annual Incentive  
Plan to be released in April

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2020

Price(s) Volume(s)

c) Price(s) and volume(s)

(i) £16.75 139,340

(ii) £16.75 37,209

Aggregated information  
d) - Aggregated volume  
- Price

N/A

e) Date of the transactions

2017-04-04

f) Place of the transactions

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

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) Receipt of an award  
under the Prudential Long  
Term Incentive Plan to be  
released in April 2020  
subject to the achievement

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of performance criteria  
(ii) Receipt of an award  
under the Annual Incentive  
Plan to be released in April  
2020

Price(s) Volume(s)

c) Price(s) and volume(s)

(i) £16.75 67,820

(ii) £16.75 21,071

Aggregated information  
d) - Aggregated volume  
- Price

N/A

e) Date of the transactions

2017-04-04

f) Place of the transactions

London Stock Exchange

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

a) Name

Raghunath Hariharan

2 Reason for the notification

a) Position/status

Director of Strategy &  
Capital Market Relations  
(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



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(i) Receipt of an award under the Prudential Long Term Incentive Plan to be released in April 2020 subject to the achievement of performance criteria  
(ii) Receipt of an award under the Annual Incentive Plan to be released in April 2020

Price(s) Volume(s)

c) Price(s) and volume(s)

(i) £16.75 45,729

(ii) £16.75 10,692

Aggregated information  
d) - Aggregated volume  
- Price

N/A

e) Date of the transactions

2017-04-04

f) Place of the transactions

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 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) 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

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Identification code	Ordinary shares of 5 pence each GB0007099541
b) Nature of the transactions	(i) Receipt of an award under the Prudential Long Term Incentive Plan to be released in April 2020 subject to the achievement of performance criteria (ii) Receipt of an award under the Annual Incentive Plan to be released in April 2020
	Price(s)    Volume(s)
c) Price(s) and volume(s)	(i) £16.75    22,208 (ii) £16.75    8,562
d) - Aggregated information - Aggregated volume - Price	N/A
e) Date of the transactions	2017-04-04
f) Place of the transactions	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 & Company Secretary (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

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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) Receipt of an award under the Prudential Long Term Incentive Plan to be released in April 2020 subject to the achievement of performance criteria (ii) Receipt of an award under the Annual Incentive Plan to be released in April 2020
	Price(s)    Volume(s)
c) Price(s) and volume(s)	(i) £16.75    54,208 (ii) £16.75    16,883
d) - Aggregated information	
- Aggregated volume	N/A
- Price	
e) Date of the transactions	2017-04-04
f) Place of the transactions	London Stock Exchange

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

a) Name Al Noor Ramji

2 Reason for the notification

a) Position/status Group Chief Digital 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

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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) Receipt of an award under the Prudential Long Term Incentive Plan to be released in April 2020 subject to the achievement of performance criteria  
 (ii) Receipt of an award under the Annual Incentive Plan to be released in April 2020

	Price(s)	Volume(s)
c) Price(s) and volume(s)	(i) £16.75	60,893
	(ii) £16.75	18,970

Aggregated information  
 d) - Aggregated volume N/A  
 - Price

e) Date of the transactions 2017-04-04

f) Place of the transactions London Stock Exchange

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

a) Name Tim Rolfe

2 Reason for the notification

a) Position/status Group Human Resources Director (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

- |   |   |
|---|---|
| a) Description of the financial instrument, type of instrument<br>Identification code | Ordinary shares of 5 pence each<br>GB0007099541 |
|---|---|

- |                               |  |
|-------------------------------|--|
| b) Nature of the transactions | (i) Receipt of an award under the Prudential Long Term Incentive Plan to be released in April 2020 subject to the achievement of performance criteria<br>(ii) Receipt of an award under the Annual Incentive Plan to be released in April 2020 |
|-------------------------------|--|

- |                           | Price(s)    | Volume(s) |
|---------------------------|-------------|-----------|
| c) Price(s) and volume(s) | (i) £16.75  | 56,716    |
|                           | (ii) £16.75 | 17,642    |

- |   |     |
|---|-----|
| d) - Aggregated information<br>- Aggregated volume<br>- Price | N/A |
|---|-----|

- |                             |            |
|-----------------------------|------------|
| e) Date of the transactions | 2017-04-04 |
|-----------------------------|------------|

- |                              |                       |
|------------------------------|-----------------------|
| f) Place of the transactions | 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

Jennie Webb, Share Plans Manager, +44 (0)20 7548 2027

Chris Smith, Deputy Company 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: 04 April 2017

PRUDENTIAL PUBLIC LIMITED COMPANY

By: /s/ Chris Smith

Chris Smith  
Deputy Company Secretary