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 X 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 X

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

Group Chief Executive a) Position/status (PDMR) b) Initial notification /Amendment Initial notification Details of the issuer, emission allowance market participant, auction platform, auctioneer or 3 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 4 type of transaction; (iii) each date; and (iv) each place where transactions have been conducted American Depositary Receipt Description of the financial instrument, type of instrument ("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 only to cover withholding tax and fees. Volume(s) Price(s) (i) Nil 92,220 c) Price(s) and volume(s) (ii) Nil 54,289 (iii) USD 41.5845 62,553 Aggregated information d) - Aggregated volume N/A - Price e) Date of the transactions 2017-04-03

f) Place of the transactions	ns New York Stock Exchange	
1 Details of the person discharging managerial responsibilities a) Name	es / person closely associated Nicolaos Nicandrou	
2 Reason for the notificationa) Position/status	Chief Financial Officer (PDMR)	
b) Initial notification /Amendment	Initial notification	
Details of the issuer, emission allowance market participant or auction monitor	t, auction platform, auctioneer	
a) Name	Prudential plc	
b) LEI	5493001Z3ZE83NGK8Y12	
Details of the transaction(s): section to be repeated for (i) each type of transaction; (iii) each date; and (iv) each place 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 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 toward fees)	

withholding tax and fees)

	(iv) Sale of additional shares
	Price(s) Volume(s)
	(i) Nil 102,158
c) Price(s) and volume(s)	(ii) Nil 38,024
	(iii) £16.625 140,182
	(iv) £16.625 5,985
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 responsibilit	es / 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
Details of the issuer, emission allowance market participator auction monitor	nt, auction platform, auctioneer
a) Name	Prudential plc
b) LEI	5493001Z3ZE83NGK8Y12
Details of the transaction(s): section to be repeated for (i) 4 each type of transaction; (iii) each date; and (iv) each place 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

Price(s) Volume(s)

(i) Nil 23,364

(ii) Nil 5,064

(iii) £16.625 13,376

Aggregated information

d) - Aggregated volume

c) Price(s) and volume(s)

- Price

N/A

fees

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

- 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

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 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

Price(s) Volume(s)

withholding tax and fees)

(i) Nil 97,065

(ii) Nil 33,968

(iii) £16.625 131,033

Aggregated information

d) - Aggregated volume

c) Price(s) and volume(s)

- 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			
Details of the issuer, emission allowance market participar or auction monitor	nt, auction platform, auctioneer			
a) Name	Prudential plc			
b) LEI	5493001Z3ZE83NGK8Y12			
Details of the transaction(s): section to be repeated for (i) each type of transaction; (iii) each date; and (iv) each place 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)	Price(s) Volume(s) (i) Nil 22,807 (ii) £16.63 22,807			
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 monitor	auction platform, auctioneer or	
a)	Name	Prudential plc	
b)	LEI	5493001Z3ZE83NGK8Y12	
4	Details of the transaction(s): section to be repeated for (i) ea type of transaction; (iii) each date; and (iv) each place where 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 (includes ADRs sold to cover withholding tax and fees) (iv) Sale of additional ADRs Price(s) Volume(s)	

		(i)	Nil	42,748
		(ii)	Nil	16,475
		(iii)	USD 41.5845	59,223
		(iv)	USD 41.4358	46,132
d)	Aggregated information - Aggregated volume - Price	N/A		
e)	Date of the transactions	201	7-04-03	
f)	Place of the transactions	New	V York Stock E	xchange
1	Details of the person discharging managerial responsibilities	s / pe	rson closely ass	sociated
a)	Name	Ton	y Wilkey	
2	Reason for the notification			
a)	Position/status	Exe	cutive Director	(PDMR)
b)	Initial notification /Amendment	Initi	al notification	
•	Details of the issuer, emission allowance market participant, or auction monitor	auct	ion platform, a	uctioneer
a)	Name	Pruc	dential plc	
b)	LEI	5493	3001Z3ZE83N	GK8Y12
4	Details of the transaction(s): section to be repeated for (i) ea each type of transaction; (iii) each date; and (iv) each place conducted	•	•	
	Description of the financial instrument, type of instrument Identification code	each	inary shares of n 0007099541	5 pence
b)	Nature of the transactions	nil c the i in 20 Lon by the	Acquisition of seconsideration for release of an avecage of the second three trustees of the dential plc Emp	ollowing vard made Prudential ve Plan e

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)

Director of Strategy & Capital Market Relations

Initial notification

(PDMR)

		0	,	
		Price(s)	Volume(s)	
	(i)	Nil	17,072	
c) Price(s) and volume(s)	(ii)	Nil	45,870	
	(iii)	Nil	84,595	
	(iv)	£16.625	147,537	
Aggregated information d) - Aggregated volume - Price	N/A			
e) Date of the transactions	201	7-04-03		
f) Place of the transactions	Lon	don Stock	Exchange	
1 Details of the person discharging managerial responsibilities	es / pe	rson close	ly associated	
a) Name	Rag	hunath Ha	riharan	

2 Reason for the notification

b) Initial notification /Amendment

a) Position/status

3	Details of the issuer, emission allowance market participant or auction monitor	, auct	ion platfor	m, auctioneer
a)	Name	Prud	lential plc	
b)	LEI	5493	3001Z3ZE	83NGK8Y12
4	Details of the transaction(s): section to be repeated for (i) ea each type of transaction; (iii) each date; and (iv) each place 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)		on following an award made the Prudential centive Plan of the Employee ne "Trustee") n of shares for on following an award made the Group us Plan by the ares in relation ions described ove (includes cover
		(i)	Price(s) Nil	Volume(s) 16,174
c)	Price(s) and volume(s)	(ii)	Nil	3,957
		(iii)	£16.625	20,131
d)	Aggregated information - Aggregated volume - Price	N/A		
e)	Date of the transactions	2017	7-04-03	
f)	Place of the transactions	Lone	don Stock	Exchange

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		
Details of the issuer, emission allowance market participan or auction monitor	t, auction platform, auctioneer		
a) Name	Prudential plc		
b) LEI	5493001Z3ZE83NGK8Y12		
Details of the transaction(s): section to be repeated for (i) e 4 each type of transaction; (iii) each date; and (iv) each place 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)		

(i) Nil

7,457

(ii) Nil 1,972
(iii) £16.625 4,437
N/A
2017-04-03
London Stock Exchange
s / person closely associated
Alan Porter
Group General Counsel and Company Secretary (PDMR)
Initial notification
, auction platform, auctioneer
Prudential plc
5493001Z3ZE83NGK8Y12
ach type of instrument; (ii) where transactions have been
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)
(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

Aggregated information

d) - Aggregated volume

c) Price(s) and volume(s)

- Price

N/A

2017-04-03

f) Place of the transactions

e) Date 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

- 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

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

Price(s) Volume(s)

(i) Nil 17,972

shares sold to cover withholding tax and fees)

(ii) Nil 4,648

(iii) £16.625 22,620

Aggregated information

d) - Aggregated volume

c) Price(s) and volume(s)

- 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	Michael Wells		
2 Reason for the notification			
a) Position/status	Group Chief Executive (PDMR)		
b) Initial notification /Amendment	Initial notification		
Details of the issuer, emission allowance market participant or auction monitor	t, auction platform, auctioneer		
a) Name	Prudential plc		
b) LEI	5493001Z3ZE83NGK8Y12		
Details of the transaction(s): section to be repeated for (i) each type of transaction; (iii) each date; and (iv) each place conducted			
a) Description of the financial instrument, type of instrument Identification code	Ordinary shares of 5 pence each GB0007099541		
	(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		
b) Nature of the transactions	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		
b) Nature of the transactionsc) Price(s) and volume(s)	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		
	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) (i) £16.75 263,401		
c) Price(s) and volume(s) Aggregated information d) - Aggregated volume	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) (i) £16.75 263,401 (ii) £16.75 51,371		

1	Details of the person discharging managerial responsibilities	s / pe	rson close	ely associated	
a)	Name	Nic	olaos Nica	androu	
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, or auction monitor	auc	tion platfo	rm, auctioneer	
a)	Name	Pru	dential plo	;	
b)	LEI	549	3001Z3ZI	E83NGK8Y12	
4	Details of the transaction(s): section to be repeated for (i) ea each type of transaction; (iii) each date; and (iv) each place conducted	-	_		
a)	Description of the financial instrument, type of instrument Identification code	eac		res of 5 pence	
b)	Nature of the transactions	und Ter rele sub of p (ii) und	m Incentive ased in Appear to the performance Receipt of the Annote to be released.	dential Long ve Plan to be oril 2020 achievement	
c)	Price(s) and volume(s)	(i) (ii)	Price(s) £16.75	Volume(s) 108,357 29,504	
d)	Aggregated information - Aggregated volume - Price	N/A	Δ		
e)	Date of the transactions	201	7-04-04		

f) Place of the transactions	London Stock Exchange		
1 Details of the person discharging managerial responsibilitie	es / 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		
Details of the issuer, emission allowance market participant or auction monitor	t, auction platform, auctioneer		
a) Name	Prudential plc		
b) LEI	5493001Z3ZE83NGK8Y12		
Details of the transaction(s): section to be repeated for (i) each type of transaction; (iii) each date; and (iv) each place 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 95,073		
	(ii) £16.75 22,966		
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 nerson discharging managerial responsibiliti	as / parsan alosaly associated		
1 Details of the person discharging managerial responsibiliti			
a) Name	John Foley		
2 Reason for the notification			
a) Position/status	Executive Director (PDMR)		
b) Initial notification /Amendment	Initial notification		
Details of the issuer, emission allowance market participar or auction monitor	nt, auction platform, auctioneer		
a) Name	Prudential plc		
b) LEI	5493001Z3ZE83NGK8Y12		
Details of the transaction(s): section to be repeated for (i) of each type of transaction; (iii) each date; and (iv) each place 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		

	- Aggregated volume - Price				
e)	Date of the transactions	201	7-04-04		
f)	Place of the transactions	London Stock Exchange			
1	Details of the person discharging managerial responsibilities	s / pe	erson close	ly associated	
a)	Name	Anı	ne Richard	S	
2	Reason for the notification				
a)	Position/status	Exe	cutive Dir	ector (PDMR)	
b)	Initial notification /Amendment	Initial notification			
3	Details of the issuer, emission allowance market participant or auction monitor	, auc	tion platfo	rm, auctioneer	
a)	Name	Pru	dential plc		
b)	LEI	5493001Z3ZE83NGK8Y12			
4	Details of the transaction(s): section to be repeated for (i) ea each type of transaction; (iii) each date; and (iv) each place 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	

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 responsibiliti	es / person closely associated			
a) Name	Barry Stowe			
2 Reason for the notification				
a) Position/status	Executive Director (PDMR)			
b) Initial notification / Amendment	Initial notification			
Details of the issuer, emission allowance market participar or auction monitor	nt, auction platform, auctioneer			
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 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			

USD 42.12

(ii) USD 42.12 67,267

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

- 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
- 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

		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	N/A			
e) Date of the transactions	201	2017-04-04			
f) Place of the transactions	Lo	London Stock Exchange			
1 Details of the person discharging managerial responsibilities	es / pe	erson close	ely associated		
a) Name	Julian Adams				
2 Reason for the notification					
a) Position/status	Go	Group Regulatory and Government Relations Director (PDMR)			
b) Initial notification /Amendment	Init	Initial notification			
Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a) Name	Pru	dential plo	:		
b) LEI	549	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					
a) Description of the financial instrument, type of instrument Identification code	eac	Ordinary shares of 5 pence each GB0007099541			
b) Nature of the transactions	und Ter rele	rm Incentive ased in A	dential Long we Plan to be		

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

	2020					
	Pı	rice(s)	Volume(s)			
c) Price(s) and volume(s)	(i) £1	16.75	67,820			
	(ii) £1	16.75	21,071			
Aggregated information d) - Aggregated volume - Price	N/A					
e) Date of the transactions	2017-0	2017-04-04				
f) Place of the transactions	Londo	London Stock Exchange				
1 Details of the person discharging managerial responsibilit	1 Details of the person discharging managerial responsibilities / person closely associated					
a) Name	Raghu	nath Ha	riharan			
2 Reason for the notification						
a) Position/status		ıl Marke	rategy & et Relations			
b) Initial notification /Amendment	Initial	notifica	tion			
Details of the issuer, emission allowance market participal or auction monitor	nt, auction	n platfo	rm, auctioneer			
a) Name	Pruder	ntial plc				
b) LEI	54930	01 Z 3ZF	E83NGK8Y12			
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						
a) Description of the financial instrument, type of instrument Identification code	each	ary shar 0709954	es of 5 pence			

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 45,729

(ii) £16.75 10,692

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 Jonathan Oliver

2 Reason for the notification

a) Position/status

Group Communications

Director (PDMR)

b) Initial notification /Amendment

Initial notification

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
- a) Description of the financial instrument, type of instrument

Identification code	Ordinary shares of 5 pence each GB0007099541 (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		
b) Nature of the transactions			
	Price(s) Volume(s)		
c) Price(s) and volume(s)	(i) £16.75 22,208		
	(ii) £16.75 8,562		
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	es / 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		
Details of the issuer, emission allowance market participan or auction monitor	at, auction platform, auctioneer		
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	54,208		
		(ii)	£16.75	16,883		
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	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			rm, auctioneer		
a)	Name	Pru	dential 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 Ordinary shares of 5 pence Description of the financial instrument, type of instrument each Identification code GB0007099541 (i) Receipt of an award under the Prudential Long Term Incentive Plan to be released in April 2020 subject to the achievement b) Nature of the transactions 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 Tim Rolfe a) Name 2 Reason for the notification **Group Human Resources** a) Position/status Director (PDMR) b) Initial notification /Amendment Initial notification

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 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 56,716

(ii) £16.75 17,642

Aggregated information

d) - Aggregated volume

- 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