

PRUDENTIAL PLC
Form 6-K
March 09, 2010

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 2010

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 OF TRANSACTIONS OF DIRECTORS / PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY OR CONNECTED PERSONS

Release of Shares and ADRs and correction of 20 May 2009 announcement

1. Name of the *issuer*

Prudential plc

2. State whether the notification relates to (i) a transaction notified in accordance with *DTR 3.1.2R*; (ii) a disclosure made in accordance LR 9.8.6R(1); or (iii) a disclosure made in accordance with section 793 of the Companies Act (2006)

(i)

3. Name of *persons discharging managerial responsibilities/director*

B Stowe

T Thiam

N Nicandrou

S Whitehead

4. State whether notification relates to a *person* connected with a *person discharging managerial responsibilities/director* named in 3 and identify the *connected person*

Relates to persons named in 3 above

5. Indicate whether the notification is in respect of a holding of the *person* referred to in 3 or 4 above or in respect of a non-beneficial interest

Relates to persons named in 3 above

6. Description of *shares* (including *class*), debentures or derivatives or financial instruments relating to *shares*

B Stowe

Prudential plc American Depository Receipts (ADRs) each ADR representing 2 Prudential plc ordinary shares of 5p each

T Thiam, N Nicandrou, S Whitehead

Ordinary shares of 5p each

7. Name of registered shareholder(s) and, if more than one, the number of *shares* held by each of them

BWCI Trust Company Limited

8. State the nature of the transaction

B Stowe - release of 3,544 ADRs awarded under the Prudential Employee Share Trust, as per the announcement made on 21 December 2006

T Thiam - release of 89,497 ordinary shares being released as per the terms of the original award dated 26 March 2008

N Nicandrou - release of 16,505 ordinary shares being released as per the terms of the original award dated 27 November 2009

S Whitehead - release of 22,215 ordinary shares being release as per the terms of the original award dated 28 December 2007

9. Number of *shares*, debentures or financial instruments relating to *shares* acquired

B Stowe - 3,544 ADRs representing 7,088 shares

T Thiam - 89,497 ordinary shares

N Nicandrou - 16,505 ordinary shares

S Whitehead - 22,215 ordinary shares

10. Percentage of issued *class* acquired (*treasury shares* of that *class* should not be taken into account when calculating percentage)

B Stowe - less than 0.02%

T Thiam - less than 0.004%

N Nicandrou - less than 0.0007%

S Whitehead - less than 0.0009%

11. Number of *shares*, debentures or financial instruments relating to *shares* disposed

T Thiam - 36,768 ordinary shares

N Nicandrou - 6,781 ordinary shares

S Whitehead - 22,215 ordinary shares

12. Percentage of issued *class* disposed (*treasury shares* of that *class* should not be taken into account when calculating percentage)

T Thiam - less than 0.002%

N Nicandrou - less than 0.0003%

S Whitehead - less than 0.0009%

13. Price per *share* or value of transaction

T Thiam - £5.1595

N Nicandrou - £5.1595

S Whitehead - £5.1595

14. Date and place of transaction

9 March 2010

15. Total holding following notification and total percentage holding following notification (any *treasury shares* should not be taken into account when calculating percentage)

B Stowe - 839,252 ordinary shares, less than 0.04%

T Thiam 869,987 ordinary shares, less than 0.04%

N Nicandrou 424,200 ordinary shares, less than 0.02%

S Whitehead 256,273 ordinary shares, less than 0.02%

16. Date issuer informed of transaction

B Stowe 9 March 2010

T Thiam 9 March 2010

N Nicandrou 9 March 2010

S Whitehead 9 March 2010

If a person discharging managerial responsibilities has been granted options by the issuer complete the following boxes

17. Date of grant

N/A

18. Period during which or date on which it can be exercised

N/A

19. Total amount paid (if any) for grant of the option

N/A

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20. Description of *shares* or debentures involved (*class* and number)
N/A

21. Exercise price (if fixed at time of grant) or indication that price is to be fixed at the time of exercise
N/A

22. Total number of *shares* or debentures over which options held following notification
N/A

23. Any additional information
The announcement of awards to Mr Stowe made on 20 May 2009 contained an incorrect number of ADRs. The correct number of ADRs awarded to Mr Stowe in May 2009 is:

- Prudential Group Performance Plan 98,298 American Depositary Receipts (ADRs) representing 196,596 Prudential plc ordinary shares (Ratio 1 ADR equals 2 ordinary shares)

- Prudential Business Unit Performance Plan 98,298 American Depositary Receipts (ADRs) representing 196,596 Prudential plc ordinary shares (Ratio 1 ADR equals 2 ordinary shares)

24. Name of contact and telephone number for queries
Penny Follows, Shareholder Services and Share Plans Manager, 020 7548 3821

Name of duly authorised officer of *issuer* responsible for making notification

Clive Burns, Head of Secretariat, 020 7548 3805

Date of notification

9 March 2010

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

Notes: This form is intended for use by an *issuer* to make an *RIS* notification required by *DR* 3.3.

(1) An *issuer* making a notification in respect of a transaction relating to the *shares* or debentures of the *issuer* should complete boxes 1 to 16, 23 and 24.

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- (2) An *issuer* making a notification in respect of a derivative relating the *shares* of the *issuer* should complete boxes 1 to 4, 6, 8,13, 14, 16, 23 and 24.

- (3) An *issuer* making a notification in respect of options granted to a *director/person discharging managerial responsibilities* should complete boxes 1 to 3 and 17 to 24.

- (4) An *issuer* making a notification in respect of a *financial instrument* relating to the *shares* of the *issuer* (other than a debenture) should complete boxes 1 to 4, 6, 8, 9, 11, 13, 14, 16, 23 and 24.

END

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: March 9, 2010

PRUDENTIAL PUBLIC LIMITED COMPANY

By: /s/ PENNY FOLLOWS

Penny Follows
Shareholder Services and Share Plans manager