

PRUDENTIAL PLC  
Form 6-K  
October 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 October, 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

a) Position/status

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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

Ordinary shares of 5 pence each

Identification code

GB0007099541

b) Nature of the transaction(s)

(i) Acquisition of shares under the dividend re-investment associated with the Prudential Group Share Incentive Plan  
(ii) Acquisition of shares in respect of dividends accruing to deferred share awards under the Annual Incentive Plan

c) Price(s) and volume(s)

	Price(s)	Volume(s)
(i)	GBP 17.07843	4
(ii)	GBP 18.02	1,856

Aggregated information

d) - Aggregated volume

1,860

- Price

GBP 18.017975

e) Date of the transaction(s)

2018-10-05

f) Place of the transaction(s)

London Stock Exchange

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

a) Name

Mark FitzPatrick

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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

- Description of the financial instrument, type of instrument Ordinary shares of 5 pence each
- a) Identification code GB0007099541
- b) Nature of the transactions  
(i) Acquisition of shares under the dividend re-investment associated with the Prudential Group Share Incentive Plan  
(ii) Acquisition of shares in respect of dividends accruing to deferred share awards under the Annual Incentive Plan
- |                           | Price(s)         | Volume(s) |
|---------------------------|------------------|-----------|
| c) Price(s) and volume(s) |                  |           |
|                           | (i) GBP 17.07843 | 2         |
|                           | (ii) GBP 18.02   | 242       |

Aggregated information

- d) - Aggregated volume 244
- Price GBP 18.012282
- e) Date of the transactions 2018-10-05
- 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	
Description of the financial instrument, type of instrument	Ordinary shares of 5 pence each
a) Identification code	GB0007099541
b) Nature of the transaction(s)	(i) Acquisition of shares under the dividend re-investment associated with the Prudential Group Share Incentive Plan (ii) Acquisition of shares in respect of dividends accruing to deferred share awards under the Annual Incentive Plan
Price(s) and volume(s)	Price(s) Volume(s)
c)	(i) GBP 17.07843 6 (ii) GBP 18.02 1,130
Aggregated information	
d) - Aggregated volume	1,136
- Price	GBP 18.015027
e) Date of the transaction(s)	2018-10-05
f) Place of the transaction(s)	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 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
- Description of the financial instrument, type of instrument Ordinary shares of 5 pence each
- a) Identification code GB0007099541
- b) Nature of the transaction(s)
- (i) Acquisition of shares under the dividend re-investment associated with the Prudential Group Share Incentive Plan
- (ii) Acquisition of shares in respect of dividends accruing to deferred share awards under the Annual Incentive Plan
- c) Price(s) and volume(s)
- |      | Price(s)     | Volume(s) |
|------|--------------|-----------|
| (i)  | GBP 17.07843 | 16        |
| (ii) | GBP 18.02    | 893       |
- Aggregated information
- d) - Aggregated volume 909
- Price GBP 18.003427
- e) Date of the transaction(s) 2018-10-05

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f) Place of the transaction(s)	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	American Depositary Receipt ("ADR")
Identification code	74435K204
b) Nature of the transaction(s)	Acquisition of ADRs in respect of dividends accruing to deferred share awards under the Annual Incentive Plan
Price(s) and volume(s)	Price(s)      Volume(s)
c)	USD 47.20 1,599
Aggregated information	
d) - Aggregated volume	1,599
- Price	USD 47.20
e) Date of the transaction(s)	2018-10-05
f) Place of the transaction(s)	New York Stock Exchange

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

a) Name James Turner

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

Description of the financial instrument, type of instrument Ordinary shares of 5 pence each

a) Identification code GB0007099541

b) Nature of the transaction(s)  
(i) Acquisition of shares under the Dividend Re-investment Plan for ordinary shareholders  
(ii) Acquisition of shares under the dividend re-investment associated with the Prudential Group Share Incentive Plan  
(iii) Acquisition of shares in respect of dividends accruing to deferred share awards under the Group Deferred Bonus Plan

c) Price(s) and volume(s)  
Price(s) Volume(s)  
(i) GBP 17.4367 116  
(ii) GBP 17.07843 7  
(iii) GBP 18.02 46

d) Aggregated information

- Aggregated volume 169

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- Price	GBP 17.580628
e) Date of the transaction(s)	2018-10-05
f) Place of the transaction(s)	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	Ordinary shares of 5 pence each
a) Identification code	GB0007099541
b) Nature of the transaction(s)	(i) Acquisition of shares under the dividend re-investment associated with the Prudential Group Share Incentive Plan (ii) Acquisition of shares in respect of dividends accruing to deferred share awards under the Annual Incentive Plan
c) Price(s) and volume(s)	Price(s) Volume(s) (i) GBP 17.07843 5 (ii) GBP 18.02 609



Aggregated information

- d) - Aggregated volume 614  
 - Price GBP 18.012332
- e) Date of the transaction(s) 2018-10-05
- f) Place of the transaction(s) 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
- 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(s) (i) Acquisition of shares under the dividend re-investment associated with the Prudential Group Share Incentive Plan  
 (ii) Acquisition of shares in respect of dividends accruing to deferred share awards under the Annual Incentive Plan
- c) Price(s) and volume(s) Price(s) Volume(s)  
 (i) GBP 17.07843 9

(ii) GBP 18.02 151

Aggregated information

d) - Aggregated volume 160  
 - Price GBP 17.967037  
 e) Date of the transaction(s) 2018-10-05  
 f) Place of the transaction(s) 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 Ordinary shares of 5 pence each  
 Identification code GB0007099541  
 b) Nature of the transaction(s)  
 (i) Acquisition of shares under the dividend re-investment associated with the Prudential Group Share Incentive Plan  
 (ii) Acquisition of shares in respect of dividends accruing to deferred share awards under the

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Annual Incentive Plan

Price(s) and volume(s)	Price(s)	Volume(s)
c)	(i) GBP 17.07843	9
	(ii) GBP 18.02	420

Aggregated information

d) - Aggregated volume	429
- Price	GBP 18.000247
e) Date of the transaction(s)	2018-10-05
f) Place of the transaction(s)	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

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(s) Acquisition of shares in respect of dividends accruing to deferred share awards under the Annual Incentive Plan

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Price(s) and volume(s)	Price(s)	Volume(s)
c)	GBP 18.02	326
Aggregated information		
d) - Aggregated volume	326	
- Price	GBP 18.02	
e) Date of the transaction(s)	2018-10-05	
f) Place of the transaction(s)	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	
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(s)	Acquisition of shares in respect of dividends accruing to deferred share awards under the Annual Incentive Plan	
c) Price(s) and volume(s)	Price(s)	Volume(s)

## Aggregated information

d) - Aggregated volume	489
- Price	GBP 18.02
e) Date of the transaction(s)	2018-10-05
f) Place of the transaction(s)	London Stock Exchange
1 Details of the person discharging managerial responsibilities / person closely associated	
a) Name	Howard Davies
2 Reason for the notification	
a) Position/status	Non-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	
Description of the financial instrument, type of instrument	Ordinary shares of 5 pence each
a) Identification code	GB0007099541
b) Nature of the transaction(s)	Acquisition of shares under the Dividend Re-investment Plan for ordinary shareholders
c) Price(s) and volume(s)	Price(s)                      Volume(s) GBP 18.220545 81

Aggregated information

d) - Aggregated volume	81
- Price	GBP 18.220545
e) Date of the transaction(s)	2018-10-05
f) Place of the transaction(s)	London Stock Exchange

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

a) Name Lord Turner

2 Reason for the notification

a) Position/status Non-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 Ordinary shares of 5 pence each

Identification code GB0007099541

b) Nature of the transaction(s) Acquisition of shares under the Dividend Re-investment Plan for ordinary shareholders

c) Price(s) and volume(s) Price(s) Volume(s)  
GBP 18.220545 58

Aggregated information

d) - Aggregated volume	58
- Price	GBP 18.220545
e) Date of the transaction(s)	2018-10-05
f) Place of the transaction(s)	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 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: 08 October 2018

PRUDENTIAL PUBLIC LIMITED COMPANY

By: /s/ Chris Smith

Chris Smith  
Deputy Group Secretary