

PRUDENTIAL PLC  
Form 6-K  
April 04, 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 April, 2018

PRUDENTIAL PUBLIC LIMITED COMPANY

(Translation of registrant's name into English)

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

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

Form 20-F  Form 40-F

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

Yes  No

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

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons  
closely associated with them

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

a) Name Michael Wells

2 Reason for the notification

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| a)    | Position/status   | Group Chief Executive<br>(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<br>("ADR")  |  |          |           |     |     |         |      |     |        |       |                |        |
|       | Identification code   | 74435K204   |  |          |           |     |     |         |      |     |        |       |                |        |
| b)    | Nature of the transactions  | (i) Acquisition of ADRs for nil consideration following the release of an award made in 2015 under the Prudential Long Term Incentive Plan by the trustee of the Prudential plc Employee Share Trust (the "Trustee")<br>(ii) Acquisition of ADRs for nil consideration following the release of an award made in 2015 under the Annual Incentive Plan by the Trustee<br>(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>109,353</td> </tr> <tr> <td>(ii)</td> <td>Nil</td> <td>61,911</td> </tr> <tr> <td>(iii)</td> <td>USD<br/>49.2425</td> <td>70,368</td> </tr> </tbody> </table>  |  | Price(s) | Volume(s) | (i) | Nil | 109,353 | (ii) | Nil | 61,911 | (iii) | USD<br>49.2425 | 70,368 |
|       | Price(s)  | Volume(s)   |  |          |           |     |     |         |      |     |        |       |                |        |
| (i)   | Nil   | 109,353   |  |          |           |     |     |         |      |     |        |       |                |        |
| (ii)  | Nil   | 61,911  |  |          |           |     |     |         |      |     |        |       |                |        |
| (iii) | USD<br>49.2425  | 70,368  |  |          |           |     |     |         |      |     |        |       |                |        |
|       | Aggregated information  |   |  |          |           |     |     |         |      |     |        |       |                |        |
| d)    | - Aggregated volume   | N/A   |  |          |           |     |     |         |      |     |        |       |                |        |
|       | - Price   |   |  |          |           |     |     |         |      |     |        |       |                |        |
| e)    | Date of the transactions  | 2018-04-03  |  |          |           |     |     |         |      |     |        |       |                |        |

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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 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 Ordinary shares of 5 pence each
- a) Identification code GB0007099541
- b) Nature of the transactions (i) Acquisition of shares for nil consideration following the release of an award made in 2015 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 2015 under the Annual Incentive 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          | 128,376   |
| (ii)  | Nil          | 44,783    |
| (iii) | GBP 17.47423 | 81,468    |

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Aggregated information

- d) - Aggregated volume N/A  
 - Price
- e) Date of the transactions 2018-04-03
- f) Place of the transactions London 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 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 transactions
- (i) Acquisition of shares for nil consideration following the release of an award made in 2015 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 2015 under the Annual Incentive Plan by the Trustee
  - (iii) Sale of shares in relation to the transactions described in (i) &

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(ii) above (includes shares sold to cover withholding tax and fees)

| c) Price(s) and volume(s) | Price(s)           | Volume(s) |
|---------------------------|--------------------|-----------|
|                           | (i) Nil            | 108,838   |
|                           | (ii) Nil           | 30,662    |
|                           | (iii) GBP 17.47423 | 139,500   |

Aggregated information

|                              |                       |
|------------------------------|-----------------------|
| d) - Aggregated volume       | N/A                   |
| - Price                      |                       |
| e) Date of the transactions  | 2018-04-03            |
| 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 American Depositary Receipt ("ADR")

Identification code 74435K204

b) Nature of the transactions (i) Acquisition of ADRs for nil consideration following the release of an award made in 2015 under the Prudential Long Term Incentive Plan by

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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 2015 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)

|                              | Price(s)                | Volume(s) |
|------------------------------|-------------------------|-----------|
| c) Price(s) and volume(s)    | (i) Nil                 | 55,513    |
|                              | (ii) Nil                | 14,900    |
|                              | (iii) USD 49.2425       | 70,413    |
| Aggregated information       |                         |           |
| d) - Aggregated volume       | N/A                     |           |
| - Price                      |                         |           |
| e) Date of the transactions  | 2018-04-03              |           |
| f) Place of the transactions | New York Stock Exchange |           |

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

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|    |   |   |           |
|----|---|---|-----------|
| 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 2015 under the Prudential Long Term Incentive Plan by the trustee of the Prudential plc Employee Share Trust (the "Trustee")<br>(ii) Acquisition of shares for nil consideration following the release of an award made in 2015 under the Group Deferred Bonus Plan by the Trustee<br>(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   | 19,782    |
|    |   | (ii) Nil  | 3,917     |
|    |   | (iii) GBP 17.47423  | 11,150    |
|    | Aggregated information                                      |   |           |
| d) | - Aggregated volume   | N/A   |           |
|    | - Price   |   |           |
| e) | Date of the transactions                                    | 2018-04-03  |           |
| 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 & 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

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| 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  |  |          |           |     |     |        |      |              |        |
|         |   | (i) Acquisition of shares for nil consideration following the release of an award made in 2015 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) 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>61,925</td> </tr> <tr> <td>(ii)</td> <td>GBP 17.47423</td> <td>61,925</td> </tr> </tbody> </table> |  | Price(s) | Volume(s) | (i) | Nil | 61,925 | (ii) | GBP 17.47423 | 61,925 |
|         | Price(s)  | Volume(s)   |  |          |           |     |     |        |      |              |        |
| (i)     | Nil   | 61,925  |  |          |           |     |     |        |      |              |        |
| (ii)    | GBP 17.47423  | 61,925  |  |          |           |     |     |        |      |              |        |
|         | Aggregated information  |   |  |          |           |     |     |        |      |              |        |
| d)      | - Aggregated volume   | N/A   |  |          |           |     |     |        |      |              |        |
|         | - Price   |   |  |          |           |     |     |        |      |              |        |
| e)      | Date of the transactions  | 2018-04-03  |  |          |           |     |     |        |      |              |        |
| 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



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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 for nil consideration following the release of an award made in 2015 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 2015 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          | 7,984     |
| (ii)  | Nil          | 1,849     |
| (iii) | GBP 17.47423 | 9,833     |

Aggregated information

d) - Aggregated volume N/A

- Price

e) Date of the transactions 2018-04-03

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

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| a) Position/status                 | Group General Counsel and<br>Company Secretary (PDMR)  |  |  |          |           |     |     |        |      |     |       |       |              |        |
|------------------------------------|--|--|--|----------|-----------|-----|-----|--------|------|-----|-------|-------|--------------|--------|
| b) Initial notification /Amendment | Initial notification   |  |  |          |           |     |     |        |      |     |       |       |              |        |
| 3                                  | Details of the issuer, emission allowance market participant, auction platform, auctioneer or<br>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<br>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<br>consideration following the<br>release of an award made in 2015<br>under the Prudential Long Term<br>Incentive Plan by the trustee of<br>the Prudential plc Employee<br>Share Trust (the "Trustee")<br>(ii) Acquisition of shares for nil<br>consideration following the<br>release of an award made in 2015<br>under the Group Deferred Bonus<br>Plan by the Trustee<br>(iii) Sale of shares in relation to<br>the transactions described in (i) &<br>(ii) above (includes shares sold to<br>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>24,768</td> </tr> <tr> <td>(ii)</td> <td>Nil</td> <td>4,077</td> </tr> <tr> <td>(iii)</td> <td>GBP 17.47423</td> <td>28,845</td> </tr> </tbody> </table>  |  | Price(s) | Volume(s) | (i) | Nil | 24,768 | (ii) | Nil | 4,077 | (iii) | GBP 17.47423 | 28,845 |
|                                    | Price(s)   | Volume(s)  |  |          |           |     |     |        |      |     |       |       |              |        |
| (i)                                | Nil  | 24,768   |  |          |           |     |     |        |      |     |       |       |              |        |
| (ii)                               | Nil  | 4,077  |  |          |           |     |     |        |      |     |       |       |              |        |
| (iii)                              | GBP 17.47423   | 28,845   |  |          |           |     |     |        |      |     |       |       |              |        |
|                                    | Aggregated information   |  |  |          |           |     |     |        |      |     |       |       |              |        |
| d)                                 | - Aggregated volume  | N/A  |  |          |           |     |     |        |      |     |       |       |              |        |
|                                    | - Price  |  |  |          |           |     |     |        |      |     |       |       |              |        |
| e)                                 | Date of the transactions   | 2018-04-03   |  |          |           |     |     |        |      |     |       |       |              |        |
| 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 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

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 2015 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 2015 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          | 56,971    |
| (ii)  | Nil          | 4,519     |
| (iii) | GBP 17.47423 | 61,490    |

d) Aggregated information N/A

- Aggregated volume

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- Price

- |                              |                       |
|------------------------------|-----------------------|
| e) Date of the transactions  | 2018-04-03            |
| 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         |
- 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 2021 subject to the achievement of performance criteria<br>(ii) Receipt of an award under the Annual Incentive Plan to be released in April 2021 |
| c) Price(s) and volume(s)                                      | Price(s)      Volume(s)<br>(i) GBP 17.47    257,813<br>(ii) GBP 17.47    47,443  |
| d) Aggregated information                                      | N/A  |

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- Aggregated volume

- Price

e) Date of the transactions 2018-04-04  
 f) Place of the transactions London Stock Exchange

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

a) Name Mark FitzPatrick

2 Reason for the notification

a) Position/status 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 2021 subject to the achievement of performance criteria  
 (ii) Receipt of an award under the Annual Incentive Plan to be released in April 2021

c) Price(s) and volume(s)  

|      | Price(s)  | Volume(s) |
|------|-----------|-----------|
| (i)  | GBP 17.47 | 106,611   |
| (ii) | GBP 17.47 | 27,414    |

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Aggregated information

|   |  |
|---|--|
| d) - Aggregated volume  | N/A  |
| - Price   |  |
| e) Date of the transactions   | 2018-04-04   |
| 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  | 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 2021 subject to the achievement of performance criteria<br>(ii) Receipt of an award under the Annual Incentive Plan to be released in April 2021 |
| c) Price(s) and volume(s)   | Price(s)      Volume(s)  |

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- (i) GBP 17.47 111,763
- (ii) GBP 17.47 29,373

Aggregated information

- d) - Aggregated volume N/A
- Price
- e) Date of the transactions 2018-04-04
- f) Place of the transactions London 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 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 transactions
  - (i) Receipt of an award under the Prudential Long Term Incentive Plan to be released in April 2021 subject to the achievement of performance criteria
  - (ii) Receipt of an award under the Annual Incentive Plan to be released in April 2021

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|                           |                |           |
|---------------------------|----------------|-----------|
| c) Price(s) and volume(s) | Price(s)       | Volume(s) |
|                           | (i) GBP 17.47  | 138,846   |
|                           | (ii) GBP 17.47 | 30,788    |

Aggregated information

d) - Aggregated volume N/A

- Price

e) Date of the transactions 2018-04-04

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 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 2021 subject to the achievement of performance criteria  
 (ii) Receipt of an award under the Annual Incentive Plan to be



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released in April 2021

|                           | Price(s)       | Volume(s) |
|---------------------------|----------------|-----------|
| c) Price(s) and volume(s) |                |           |
|                           | (i) GBP 17.47  | 105,094   |
|                           | (ii) GBP 17.47 | 54,951    |

Aggregated information

|                              |                       |
|------------------------------|-----------------------|
| d) - Aggregated volume       | N/A                   |
| - Price                      |                       |
| e) Date of the transactions  | 2018-04-04            |
| 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 American Depositary Receipt ("ADR")

Identification code 74435K204

b) Nature of the transactions (i) Receipt of an award under the Prudential Long Term Incentive Plan to be released in April 2021 subject to the achievement of performance criteria

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(ii) Receipt of an award under the Annual Incentive Plan to be released in April 2021

|                              | Price(s)                | Volume(s) |
|------------------------------|-------------------------|-----------|
| c) Price(s) and volume(s)    | (i) USD<br>49.44        | 107,649   |
|                              | (ii) USD<br>49.44       | 55,826    |
| Aggregated information       |                         |           |
| d) - Aggregated volume       | N/A                     |           |
| - Price                      |                         |           |
| e) Date of the transactions  | 2018-04-04              |           |
| f) Place of the transactions | New York Stock Exchange |           |

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

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

Identification code GB0007099541

b) Nature of the transactions Receipt of an award under the Prudential Long Term

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Incentive Plan to be released in April 2021 subject to the achievement of performance criteria

|                           |           |           |
|---------------------------|-----------|-----------|
| c) Price(s) and volume(s) | Price(s)  | Volume(s) |
|                           | GBP 17.47 | 89,439    |

Aggregated information

d) - Aggregated volume N/A

- Price

e) Date of the transactions 2018-04-04

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 Ordinary shares of 5 pence each

Identification code GB0007099541

b) Nature of the transactions (i) Receipt of an award under the Prudential Long Term

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Incentive Plan to be released in April 2021 subject to the achievement of performance criteria

(ii) Receipt of an award under the Annual Incentive Plan to be released in April 2021

|                           |                |           |
|---------------------------|----------------|-----------|
| c) Price(s) and volume(s) | Price(s)       | Volume(s) |
|                           | (i) GBP 17.47  | 66,399    |
|                           | (ii) GBP 17.47 | 20,392    |

Aggregated information

d) - Aggregated volume N/A

- Price

e) Date of the transactions 2018-04-04

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

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

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(i) Receipt of an award under the Prudential Long Term Incentive Plan to be released in April 2021 subject to the achievement of performance criteria

(ii) Receipt of an award under the Annual Incentive Plan to be released in April 2021

|                              |  |                       |           |
|------------------------------|--|-----------------------|-----------|
| c) Price(s) and volume(s)    |  | Price(s)              | Volume(s) |
|                              |  | (i) GBP 17.47         | 21,751    |
|                              |  | (ii) GBP 17.47        | 3,966     |
| Aggregated information       |  |                       |           |
| d) - Aggregated volume       |  | N/A                   |           |
| - Price                      |  |                       |           |
| e) Date of the transactions  |  | 2018-04-04            |           |
| 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

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 2021 subject to the achievement of performance criteria<br>(ii) Receipt of an award under the Annual Incentive Plan to be released in April 2021                       |  |          |           |     |           |        |      |           |        |
| c)   | Price(s) and volume(s)     | <table border="0"> <tr> <td></td> <td style="text-align: center;">Price(s)</td> <td style="text-align: center;">Volume(s)</td> </tr> <tr> <td>(i)</td> <td>GBP 17.47</td> <td>53,119</td> </tr> <tr> <td>(ii)</td> <td>GBP 17.47</td> <td>15,588</td> </tr> </table> |  | Price(s) | Volume(s) | (i) | GBP 17.47 | 53,119 | (ii) | GBP 17.47 | 15,588 |
|      | Price(s)                   | Volume(s)  |  |          |           |     |           |        |      |           |        |
| (i)  | GBP 17.47                  | 53,119   |  |          |           |     |           |        |      |           |        |
| (ii) | GBP 17.47                  | 15,588   |  |          |           |     |           |        |      |           |        |
|      | Aggregated information     |  |  |          |           |     |           |        |      |           |        |
| d)   | - Aggregated volume        | N/A  |  |          |           |     |           |        |      |           |        |
|      | - Price                    |  |  |          |           |     |           |        |      |           |        |
| e)   | Date of the transactions   | 2018-04-04   |  |          |           |     |           |        |      |           |        |
| 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

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

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GB0007099541

(i) Receipt of an award under the Prudential Long Term Incentive Plan to be released in April 2021 subject to the achievement of performance criteria  
(ii) Receipt of an award under the Annual Incentive Plan to be released in April 2021

b) Nature of the transactions

c) Price(s) and volume(s)

Price(s) Volume(s)

(i) GBP 17.47 59,645

(ii) GBP 17.47 17,511

Aggregated information

d) - Aggregated volume

N/A

- Price

e) Date of the transactions

2018-04-04

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

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

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Identification code

GB0007099541

(i) Receipt of an award under the Prudential Long Term Incentive Plan to be released in April 2021 subject to the achievement of performance criteria

(ii) Receipt of an award under the Annual Incentive Plan to be released in April 2021

b) Nature of the transactions

c) Price(s) and volume(s)

Price(s) Volume(s)

(i) GBP 17.47 55,523

(ii) GBP 17.47 16,309

Aggregated information

d) - Aggregated volume

N/A

- Price

e) Date of the transactions

2018-04-04

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 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: 04 April 2018

PRUDENTIAL PUBLIC LIMITED COMPANY

By: /s/ Chris Smith

Chris Smith  
Deputy Group Secretary