

PRUDENTIAL PLC  
Form 6-K  
April 02, 2019

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, 2019

PRUDENTIAL PUBLIC LIMITED COMPANY

(Translation of registrant's name into English)

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

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

Form 20-F  Form 40-F

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

Yes  No

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

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

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

a) Name Michael Wells

2 Reason for the notification

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a) Position/status Group Chief Executive (PDMR)  
 b) Initial notification /Amendment Initial notification

3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

a) Name Prudential plc  
 b) LEI 5493001Z3ZE83NGK8Y12

4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted

a) Description of the financial instrument, type of instrument 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 2016 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 2016 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

	Price(s)	Volume(s)
c) Price(s) and volume(s)	(i) Nil	227,217
	(ii) Nil	112,720

d) Aggregated information  
 (iii) GBP 15.6051 149,122  
 N/A

- Aggregated volume
- Price

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- e) Date of the transactions 2019-04-01
- 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
- Identification code GB0007099541
- b) Nature of the transactions
- (i) Acquisition of shares for nil consideration following the release of an award made in 2016 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 2016 under the Annual Incentive Plan by the Trustee
- (iii) Sale of shares in relation to the transactions described in

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(i) & (ii) above only to cover withholding tax and fees

	Price(s)	Volume(s)
c) Price(s) and volume(s)	(i) Nil	98,525
	(ii) Nil	69,154
Aggregated information	(iii) GBP 15.6051	78,889
	N/A	
d) - Aggregated volume		
- Price		
e) Date of the transactions	2019-04-01	
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

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(i) Acquisition of shares for nil consideration following the release of an award made in 2016 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 2016 under the Annual Incentive Plan by the Trustee

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

	Price(s)	Volume(s)
c) Price(s) and volume(s)	(i) Nil	93,402
	(ii) Nil	41,153
	(iii) GBP 15.6051	134,555
Aggregated information	N/A	
d) - Aggregated volume		
- Price		
e) Date of the transactions	2019-04-01	
f) Place of the transactions	London 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

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Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

a) Name	Prudential plc													
b) LEI	5493001Z3ZE83NGK8Y12													
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														
4	Description of the financial instrument, type of instrument	Ordinary shares of 5 pence each												
a)	Identification code	GB0007099541												
b)	Nature of the transactions	<p>(i) Acquisition of shares for nil consideration following the release of an award made in 2016 under the Prudential Long Term Incentive Plan by the trustee of the Prudential plc Employee Share Trust (the "Trustee")</p> <p>(ii) Acquisition of shares for nil consideration following the release of an award made in 2016 under the Group Deferred Bonus Plan by the Trustee</p> <p>(iii) Sale of shares in relation to the transactions described in (i) &amp; (ii) above only to cover withholding tax and fees</p>												
c)	Price(s) and volume(s)	<table border="0"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>(i)</td> <td>Nil</td> <td>22,602</td> </tr> <tr> <td>(ii)</td> <td>Nil</td> <td>5,440</td> </tr> <tr> <td>(iii)</td> <td>GBP 15.6051</td> <td>13,194</td> </tr> </tbody> </table>		Price(s)	Volume(s)	(i)	Nil	22,602	(ii)	Nil	5,440	(iii)	GBP 15.6051	13,194
	Price(s)	Volume(s)												
(i)	Nil	22,602												
(ii)	Nil	5,440												
(iii)	GBP 15.6051	13,194												
	Aggregated information	N/A												
d)	- Aggregated volume													
	- Price													
e)	Date of the transactions	2019-04-01												
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 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
- 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 2016 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 2016 under the Annual Incentive Plan by the Trustee
- (iii) Sale of shares in relation to the transactions described in (i) and (ii) above (includes shares sold to cover withholding tax and fees)
- c) Price(s) and volume(s) Price(s) Volume(s)

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(i)	Nil	58,432
(ii)	Nil	27,699
(iii)	GBP 15.6051	86,131
	N/A	

Aggregated information

d) - Aggregated volume

- Price

e) Date of the transactions

2019-04-01

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

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 2016 under the Prudential Long Term Incentive Plan by the trustee of the Prudential plc



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Employee Share Trust (the "Trustee")

(ii) Acquisition of shares for nil consideration following the release of an award made in 2016 under the Annual Incentive Plan by the Trustee  
 (iii) Sale of shares in relation to the transactions described in (i) & (ii) above (includes shares sold to cover withholding tax and fees)

	Price(s)	Volume(s)
c) Price(s) and volume(s)	(i) Nil	19,123
	(ii) Nil	4,585
	(iii) GBP 15.6051	23,708
Aggregated information	N/A	
d) - Aggregated volume		
- Price		
e) Date of the transactions	2019-04-01	
f) Place of the transactions	London Stock Exchange	

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

a) Name Alan Porter

2 Reason for the notification

a) Position/status Group General Counsel and Company Secretary (PDMR)  
 b) Initial notification /Amendment Initial notification

3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

a) Name Prudential plc

b) LEI 5493001Z3ZE83NGK8Y12

4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been

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conducted

a)	Description of the financial instrument, type of instrument	Ordinary shares of 5 pence each													
	Identification code	GB0007099541													
b)	Nature of the transactions	<p>(i) Acquisition of shares for nil consideration following the release of an award made in 2016 under the Prudential Long Term Incentive Plan by the trustee of the Prudential plc Employee Share Trust (the "Trustee")</p> <p>(ii) Acquisition of shares for nil consideration following the release of an award made in 2016 under the Annual Incentive Plan by the Trustee</p> <p>(iii) Sale of shares in relation to the transactions described in (i) &amp; (ii) above (includes shares sold to cover withholding tax and fees)</p>													
c)	Price(s) and volume(s)	<table border="0"> <thead> <tr> <th></th> <th style="text-align: center;">Price(s)</th> <th style="text-align: center;">Volume(s)</th> </tr> </thead> <tbody> <tr> <td style="vertical-align: top;">(i)</td> <td style="vertical-align: top;">Nil</td> <td style="vertical-align: top;">46,766</td> </tr> <tr> <td style="vertical-align: top;">(ii)</td> <td style="vertical-align: top;">Nil</td> <td style="vertical-align: top;">15,114</td> </tr> <tr> <td style="vertical-align: top;">(iii)</td> <td style="vertical-align: top;">GBP 15.6051</td> <td style="vertical-align: top;">61,880</td> </tr> </tbody> </table>		Price(s)	Volume(s)	(i)	Nil	46,766	(ii)	Nil	15,114	(iii)	GBP 15.6051	61,880	
	Price(s)	Volume(s)													
(i)	Nil	46,766													
(ii)	Nil	15,114													
(iii)	GBP 15.6051	61,880													
	Aggregated information	N/A													
d)	- Aggregated volume														
	- Price														
e)	Date of the transactions	2019-04-01													
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

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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 transactions	(i) Acquisition of shares for nil consideration following the release of an award made in 2016 under the Prudential Long Term Incentive Plan by the trustee of the Prudential plc Employee Share Trust (the "Trustee") (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>52,545</td> </tr> <tr> <td>(ii)</td> <td>GBP 15.6051</td> <td>52,545</td> </tr> </tbody> </table>		Price(s)	Volume(s)	(i)	Nil	52,545	(ii)	GBP 15.6051	52,545
	Price(s)	Volume(s)									
(i)	Nil	52,545									
(ii)	GBP 15.6051	52,545									
	Aggregated information	N/A									
d)	- Aggregated volume										
	- Price										
e)	Date of the transactions	2019-04-01									
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 (iii) Acquisition of shares for nil consideration following the release of an award made in 2016 under the Prudential Long Term Incentive Plan by the trustee of the Prudential Employee Share Trust (the "Trustee")  
(iv) Acquisition of shares for nil consideration following the release of an award made in 2016 under the Annual Incentive Plan by the Trustee  
(v) 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      | 48,867    |

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(ii) Nil 21,518  
 (iii) GBP 15.6051 70,385

Aggregated information

N/A

d) - Aggregated volume

- Price

e) Date of the transactions

2019-04-01

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

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 2022 subject to the achievement of performance criteria  
 (ii) Receipt of an award under the Annual Incentive

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Plan to be released in April  
2022

	Price(s)	Volume(s)
c) Price(s) and volume(s)	(i) GBP 15.40	298,441
	(ii) GBP 15.40	55,394
Aggregated information		
d) - Aggregated volume		353,835
- Price	GBP 15.40	
e) Date of the transactions		2019-04-02
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

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released in April 2022  
subject to the achievement  
of performance criteria  
(ii) Receipt of an award  
under the Annual Incentive  
Plan to be released in April  
2022

	Price(s)	Volume(s)
c) Price(s) and volume(s)		
	(i) GBP 15.40	123,376
	(ii) GBP 15.40	32,223
Aggregated information		
d) - Aggregated volume		155,599
- Price	GBP 15.40	
e) Date of the transactions		2019-04-02
f) Place of the transactions		London Stock Exchange

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

a) Name Michael Falcon

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 2022 subject to the achievement of performance criteria
  - (ii) Receipt of an award under the Annual Incentive Plan to be released in April 2022

	Price(s)	Volume(s)
c) Price(s) and volume(s)	(i) USD 40.58	78,856
	(ii) USD 40.58	25,994

Aggregated information

- d) - Aggregated volume 104,850
- Price USD 40.58
- e) Date of the transactions 2019-04-02
- 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



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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 2022 subject to the achievement of performance criteria (ii) Receipt of an award under the Annual Incentive Plan to be released in April 2022	
c)		
Price(s) and volume(s)	Price(s)	Volume(s)
	(i) GBP 15.40	129,383
	(ii) GBP 15.40	30,800
	Aggregated information	
d)		
- Aggregated volume	160,183	
- Price	GBP 15.40	
e)		
Date of the transactions	2019-04-02	
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	

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4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted

a)	Description of the financial instrument, type of instrument	Ordinary shares of 5 pence each	
	Identification code	GB0007099541	
b)	Nature of the transactions	(i) Receipt of an award under the Prudential Long Term Incentive Plan to be released in April 2022 subject to the achievement of performance criteria (ii) Receipt of an award under the Annual Incentive Plan to be released in April 2022	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		(i) GBP 15.40	172,743
		(ii) GBP 15.40	44,760
	Aggregated information		
d)	- Aggregated volume	217,503	
	- Price	GBP 15.40	
e)	Date of the transactions	2019-04-02	
f)	Place of the transactions	London 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
	(i) Receipt of an award under the Prudential Long Term Incentive Plan to be released in April 2022 subject to the achievement of performance criteria
	(ii) Receipt of an award under the Annual Incentive Plan to be released in April 2022
c)	Price(s) and volume(s)
	Price(s) Volume(s)
	(i) GBP 15.40 103,571
	(ii) GBP 15.40 20,605
	Aggregated information
d)	- Aggregated volume
	124,176
	- Price
	GBP 15.40
e)	Date of the transactions
	2019-04-02
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

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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 transactions

(i) Receipt of an award under the Prudential Long Term Incentive Plan to be released in April 2022 subject to the achievement of performance criteria  
(ii) Receipt of an award under the Annual Incentive Plan to be released in April 2022

c) Price(s) and volume(s)

	Price(s)	Volume(s)
(i)	GBP 15.40	76,883
(ii)	GBP 15.40	23,501

Aggregated information

d) - Aggregated volume

100,384

- Price

GBP 15.40

e) Date of the transactions

2019-04-02

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

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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) Receipt of an award under the Prudential Long Term Incentive Plan to be released in April 2022 subject to the achievement of performance criteria  
(ii) Receipt of an award under the Annual Incentive Plan to be released in April 2022

c) Price(s) and volume(s)

	Price(s)	Volume(s)
(i)	GBP 15.40	25,194
(ii)	GBP 15.40	4,585

Aggregated information

d) - Aggregated volume 29,779

- Price GBP 15.40

e) Date of the transactions 2019-04-02

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 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 2022 subject to the achievement of performance criteria  
 (ii) Receipt of an award under the Annual Incentive Plan to be released in April 2022

c) Price(s) and volume(s)  

	Price(s)	Volume(s)
(i)	GBP 15.40	61,558
(ii)	GBP 15.40	18,062

Aggregated information

d) - Aggregated volume 79,620  
 - Price GBP 15.40  
 e) Date of the transactions 2019-04-02

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f) Place of the transactions	London Stock Exchange									
1 Details of the person discharging managerial responsibilities / person closely associated										
a) Name	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 transactions	(i) Receipt of an award under the Prudential Long Term Incentive Plan to be released in April 2022 subject to the achievement of performance criteria (ii) Receipt of an award under the Annual Incentive Plan to be released in April 2022									
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>GBP 15.40</td> <td>69,090</td> </tr> <tr> <td>(ii)</td> <td>GBP 15.40</td> <td>37,435</td> </tr> </tbody> </table>		Price(s)	Volume(s)	(i)	GBP 15.40	69,090	(ii)	GBP 15.40	37,435
	Price(s)	Volume(s)								
(i)	GBP 15.40	69,090								
(ii)	GBP 15.40	37,435								
d) Aggregated information										
- Aggregated volume	106,525									

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- Price	GBP 15.40
e) Date of the transactions	2019-04-02
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
b) 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 2022 subject to the achievement of performance criteria (ii) Receipt of an award under the Annual Incentive Plan to be released in April 2022
c) Price(s) and volume(s)	Price(s)      Volume(s)
	(i) GBP 15.40      64,285



(ii) GBP 15.40 18,427

Aggregated information

d) - Aggregated volume	82,712
- Price	GBP 15.40
e) Date of the transactions	2019-04-02
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 and Share Capital Manager, +44 (0)20 3977 9750

Chris Smith, Deputy Group Secretary, +44 (0)20 3977 9639

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: 02 April 2019

PRUDENTIAL PUBLIC LIMITED COMPANY

By: /s/ Chris Smith

Chris Smith  
Deputy Group Secretary