

PRUDENTIAL PLC  
Form 6-K  
October 06, 2016

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, 2016

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

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 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

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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 |   |           |          |           |     |           |   |      |           |       |
| 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<br>(ii) Acquisition of shares in respect of dividends accruing to deferred share awards under the Prudential Annual Incentive Plan |           |          |           |     |           |   |      |           |       |
| 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 14.22</td> <td>2</td> </tr> <tr> <td>(ii)</td> <td>GBP 13.72</td> <td>1,000</td> </tr> </tbody> </table>                |           | Price(s) | Volume(s) | (i) | GBP 14.22 | 2 | (ii) | GBP 13.72 | 1,000 |
|   | Price(s)  | Volume(s) |          |           |     |           |   |      |           |       |
| (i)   | GBP 14.22   | 2         |          |           |     |           |   |      |           |       |
| (ii)  | GBP 13.72   | 1,000     |          |           |     |           |   |      |           |       |
| Aggregated information  |   |           |          |           |     |           |   |      |           |       |
| d) - Aggregated volume  | 1,002   |           |          |           |     |           |   |      |           |       |
| - Price   | GBP 13.97   |           |          |           |     |           |   |      |           |       |
| e) Date of the transaction(s)   | 2016-10-04  |           |          |           |     |           |   |      |           |       |
| f) Place of the transaction(s)  | 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  |           |          |           |     |           |   |      |           |       |

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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")
- a) Identification code GB0007099541
- b) Nature of the transaction(s) Acquisition of ADRs in respect of dividends accruing to deferred share awards under the Prudential Annual Incentive Plan
- c) Price(s) and volume(s) Price(s)      Volume(s)
- c) USD 35.94 1,058
- Aggregated information
- d) - Aggregated volume 1,058
- Price USD 35.94
- e) Date of the transaction(s) 2016-10-04
- f) Place of the transaction(s) New York 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 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

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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 |   |
| 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<br>(ii) Acquisition of shares in respect of dividends accruing to deferred share awards under the Prudential Annual Incentive Plan |
| c) Price(s) and volume(s)   | Price(s) Volume(s)<br>(i) GBP 14.22 14<br>(ii) GBP 13.72 999  |
| Aggregated information  |   |
| d) - Aggregated volume  | 1,013   |
| - Price   | GBP 13.97   |
| e) Date of the transaction(s)   | 2016-10-04  |
| f) Place of the transaction(s)  | 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      |

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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 Prudential Annual Incentive Plan

c) Price(s) and volume(s)  

|      | Price(s)  | Volume(s) |
|------|-----------|-----------|
| (i)  | GBP 14.22 | 3         |
| (ii) | GBP 13.72 | 1,337     |

Aggregated information

d) - Aggregated volume 1,340  
 - Price GBP 13.97  
 e) Date of the transaction(s) 2016-10-04  
 f) Place of the transaction(s) London Stock Exchange

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

a) Name Penny James

2 Reason for the notification

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|   |  |
|---|--|
| a) Position/status  | Group Chief Risk Officer<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  | 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 Prudential Annual Incentive Plan and the Group Deferred Bonus Plan |
| c) Price(s) and volume(s)   | Price(s)      Volume(s)  |
|   | GBP 13.72    213   |
| Aggregated information  |  |
| d) - Aggregated volume  | 213  |
| - Price   | GBP 13.72  |
| e) Date of the transaction(s)   | 2016-10-04   |
| 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   |  |

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- 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")
- a) Identification code  
GB0007099541
- b) Nature of the transaction(s)  
Acquisition of ADRs in respect of dividends accruing to deferred share awards under the Prudential Annual Incentive Plan
- Price(s) and volume(s)  
Price(s)      Volume(s)
- c)  
USD 35.94 801
- Aggregated information
- d) - Aggregated volume  
801
- Price  
USD 35.94
- e) Date of the transaction(s)  
2016-10-04
- f) Place of the transaction(s)  
New York Stock Exchange
- 1 Details of the person discharging managerial responsibilities / person closely associated
- a) Name  
Tony Wilkey
- 2 Reason for the notification
- a) Position/status  
Executive Director (PDMR)
- b) Initial notification /Amendment  
Initial notification

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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 Corporation Asia All Employee Share Purchase Plan  
 (ii) Acquisition of shares in respect of dividends accruing to deferred share awards under the Prudential Annual Incentive Plan and the PCA Deferred Bonus Plan

Price(s) and volume(s)  
 Price(s) Volume(s)  
 (i) GBP 13.86 5

c) (ii) GBP 13.72 925

Aggregated information

d) - Aggregated volume 930

- Price GBP 13.79

e) Date of the transaction(s) 2016-10-04

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 Tony Wilkey

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 transaction(s) Sale of shares under the Prudential Corporation Asia All Employee Share Purchase Plan

c) Price(s) and volume(s) Price(s) Volume(s)

c) GBP 14.21 559

Aggregated information

d) - Aggregated volume 559

- Price GBP 14.21

e) Date of the transaction(s) 2016-10-05

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 Julian Adams
- 2 Reason for the notification
- a) Position/status Group Regulatory and Government Affairs 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 Prudential Annual Incentive Plan
- Price(s) and volume(s)
- c) (i) GBP 14.22 2
- (ii) GBP 13.72 245
- Aggregated information
- d) - Aggregated volume 247
- Price GBP 13.97
- e) Date of the transaction(s) 2016-10-04

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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   | Raghu Hariharan   |
| 2 Reason for the notification   |   |
| a) Position/status  | Director of Strategy &<br>Capital Market Relations<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 |   |
|   | Ordinary shares of 5 pence each   |
| a) Description of the financial instrument, type of instrument  |   |
| 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<br>(ii) Acquisition of shares in respect of dividends accruing to deferred share awards under the Prudential Group Deferred Bonus Plan |
| c) Price(s) and volume(s)   | Price(s) Volume(s)  |
|   | (i) GBP 14.22 3   |
|   | (ii) GBP 13.72 127  |
| d) Aggregated information   |   |
| - Aggregated volume   | 130   |

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|   |   |
|---|---|
| - Price   | GBP 13.97   |
| e) Date of the transaction(s)   | 2016-10-04  |
| 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<br>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<br>(ii) Acquisition of shares in respect of dividends accruing to deferred share awards under the Prudential Annual Incentive Plan and the Group Deferred Bonus Plan |
| c) Price(s) and volume(s)   | Price(s) Volume(s)  |
|   | (i) GBP 14.22 7   |
|   | (ii) GBP 13.72 74   |

Aggregated information

- |                                |                       |
|--------------------------------|-----------------------|
| d) - Aggregated volume         | 81                    |
| - Price                        | GBP 13.97             |
| e) Date of the transaction(s)  | 2016-10-04            |
| 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 &<br>Company Secretary<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 | 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<br>(ii) Acquisition of shares in respect of dividends accruing to deferred share awards under the Prudential Annual Incentive Plan and |

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the Group Deferred Bonus Plan

| Price(s) and volume(s) | Price(s)       | Volume(s) |
|------------------------|----------------|-----------|
| c)                     | (i) GBP 14.22  | 5         |
|                        | (ii) GBP 13.72 | 218       |

Aggregated information

|                                |                       |
|--------------------------------|-----------------------|
| d) - Aggregated volume         | 223                   |
| - Price                        | GBP 13.97             |
| e) Date of the transaction(s)  | 2016-10-04            |
| 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

|  |  |
|--|--|
| 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 Prudential Annual Incentive Plan and |

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the Group Deferred Bonus Plan

Price(s)      Volume(s)

Price(s) and volume(s)

c)

GBP 13.72      274

Aggregated information

d) - Aggregated volume

274

- Price

GBP 13.72

e) Date of the transaction(s)

2016-10-04

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

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)

Acquisition of shares under the Dividend Re-investment Plan for ordinary shareholders

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| Price(s) and volume(s)         | Price(s)              | Volume(s) |
|--------------------------------|-----------------------|-----------|
| c)                             | GBP 13.9498           | 83        |
| Aggregated information         |                       |           |
| d) - Aggregated volume         | 83                    |           |
| - Price                        | GBP 13.9498           |           |
| e) Date of the transaction(s)  | 2016-10-05            |           |
| 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 06 October 2016

PRUDENTIAL PUBLIC LIMITED COMPANY

By: /s/ Chris Smith

Chris Smith  
Deputy Group Secretary