

PRUDENTIAL PLC  
Form 6-K  
August 16, 2017

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 August, 2017

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

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|   |   |  |          |           |         |         |
|---|---|--|----------|-----------|---------|---------|
| a) Name   | Mark FitzPatrick  |  |          |           |         |         |
| 2 Reason for the notification   |   |  |          |           |         |         |
| a) Position/status  | Chief Financial 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 |   |  |          |           |         |         |
|   | Description of the financial instrument, type of instrument | Ordinary shares of 5 pence each  |          |           |         |         |
| a)  | Identification code   | GB0007099541   |          |           |         |         |
| b)  | Nature of the transactions                                  | Receipt of an award over shares under the Prudential Long Term Incentive Plan to be released in August 2020 subject to the achievement of performance criteria. This award has been made to Mark FitzPatrick following his appointment as Chief Financial Officer of Prudential plc on 17th July 2017. |          |           |         |         |
| c)  | Price(s) and volume(s)                                      | <table border="0"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>£18.005</td> <td>101,360</td> </tr> </table>   | Price(s) | Volume(s) | £18.005 | 101,360 |
| Price(s)  | Volume(s)   |  |          |           |         |         |
| £18.005   | 101,360   |  |          |           |         |         |
| Aggregated information  |   |  |          |           |         |         |
| d)  | - Aggregated volume   | 101,360  |          |           |         |         |
|   | - Price   | £18.005  |          |           |         |         |
| e)  | Date of the transactions                                    | 2017-08-16   |          |           |         |         |
| 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: 16 August 2017

PRUDENTIAL PUBLIC LIMITED COMPANY

By: /s/ Chris Smith

Chris Smith  
Deputy Group Secretary