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 X 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 X

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

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

- 1 Details of the person discharging managerial responsibilities / person closely associated
- a) Name Michael Wells
- 2 Reason for the notification

| a) | Position/status | Group Chief Executive |
|----|--|---|
| b) | Initial notification /Amendment | (PDMR) Initial notification |
| 3 | Details of the issuer, emission allowance market participant, auction monitor | |
| a) | Name | Prudential plc |
| b) | LEI | 5493001Z3ZE83NGK8Y12 |
| 4 | Details of the transaction(s): section to be repeated for (i) each type of transaction; (iii) each date; and (iv) each place where conducted | |
| a) | Description of the financial instrument, type of instrument | American Depositary Receipt ("ADR") |
| a) | 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") (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 only to cover withholding tax and fees |
| c) | Price(s) and volume(s) | Price(s) Volume(s) (i) Nil 109,353 (ii) Nil 61,911 (iii) USD 70,368 |
| | Aggregated information | 7.2.2 |
| 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 | 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 | |

| | 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 | s / 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 monitor | auction platform, auctioneer or |
| a) | Name | Prudential plc |
| b) | LEI | 5493001Z3ZE83NGK8Y12 |
| 4 | Details of the transaction(s): section to be repeated for (i) ea of transaction; (iii) each date; and (iv) each place where transaction; | |
| ۵) | 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) above (includes shares sold to

cover withholding tax and fees) Volume(s) Price(s) Price(s) and volume(s) 108,838 (i) Nil (ii) Nil 30,662 (iii) GBP 17.47423 139,500 Aggregated information N/A d) - Aggregated volume - Price e) Date of the transactions 2018-04-03 f) Place of the transactions London Stock Exchange Details of the person discharging managerial responsibilities / person closely associated Name Barry Stowe Reason for the notification Position/status Executive Director (PDMR) b) Initial notification / Amendment Initial notification Details of the issuer, emission allowance market participant, auction platform, auctioneer or 3 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 American Depositary Receipt Description of the financial instrument, type of instrument ("ADR") a) Identification code 74435K204 b) Nature of the transactions 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")

(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) and volume(s)

Price(s) 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

- 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

- mittar notification
- 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

| -) | 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 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 | (11) 021 1,, 120 11,100 |
| 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 | s / 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 monitor | auction platform, auctioneer or |

| a) | Name | B 1 2 1 1 |
|------------|--|---|
| b) | LEI | Prudential plc |
| b) | LEI | 5493001Z3ZE83NGK8Y12 |
| 4 | Details of the transaction(s): section to be repeated for (i) each type of transaction; (iii) each date; and (iv) each place where | * - |
| a) | Description of the financial instrument, type of instrument | Ordinary shares of 5 pence each |
| u) | 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) 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) | Price(s) Volume(s) (i) Nil 61,925 (ii) GBP 17.47423 61,925 |
| | Aggregated information | (II) GBI 17.47423 (1,723 |
| 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 monitor | |

| a) | Name | Prud | ential plc | |
|-----|--|--|---|---|
| b) | LEI | 5493 | 001Z3ZE83NGk | X8Y12 |
| 4 | Details of the transaction(s): section to be repeated for (i) ea of transaction; (iii) each date; and (iv) each place where transaction; | • • | | • • |
| -) | Description of the financial instrument, type of instrument | Ordi | nary shares of 5 p | pence each |
| a) | Identification code | GB0 | 007099541 | |
| b) | Nature of the transactions | relea unde Incer the F Shar (ii) nil cor relea unde Plan (iii) the tr (ii) a | Acquisition of sideration followings of an award must represent the Prudential Intive Plan by the Prudential plc Empered Trust (the "Trust Acquisition of consideration follows of an award must refer the Group Defer by the Trustee Sale of shares in ansactions describove (includes share withholding tax | ng the hade in 2015 Long Term trustee of ployee stee") shares for owing the hade in 2015 harred Bonus in relation to hibed in (i) & hares sold to |
| c) | Price(s) and volume(s) | (i) (ii) | Price(s) Nil Nil | Volume(s) 7,984 1,849 |
| | Aggregated information | (iii) | GBP 17.47423 | 9,833 |
| d) | - Aggregated volume | N/A | | |
| | - Price | | | |
| e) | Date of the transactions | 2018 | 3-04-03 | |
| f) | Place of the transactions | Lond | lon Stock Exchar | ige |
| 1 | Details of the person discharging managerial responsibilities | s / pers | son closely associ | ated |
| 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 monitor | |
| a) | Name | Prudential plc |
| b) | LEI | 5493001Z3ZE83NGK8Y12 |
| 4 | Details of the transaction(s): section to be repeated for (i) each of transaction; (iii) each date; and (iv) each place where transaction; | 7.7 |
| , | 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 24,768 (ii) Nil 4,077 (iii) GBP 17.47423 28,845 |
| | Aggregated information | (III) GDI 17.47423 20,043 |
| 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 | 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 | | |
| ۵) | 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 56,971 (ii) Nil 4,519 (iii) GBP 17.47423 61,490 | |
| d) | Aggregated information | N/A | |
| | - Aggregated volume | | |

| | - 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, or auction monitor | auction platform, auctioneer |
| a) | Name | Prudential plc |
| b) | LEI | 5493001Z3ZE83NGK8Y12 |
| 4 | Details of the transaction(s): section to be repeated for (i) each type of transaction; (iii) each date; and (iv) each place where conducted | |
| a) | Description of the financial instrument, type of instrument | Ordinary shares of 5 pence each |
| α) | 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 17.47 257,813 |
| d) | Aggregated information | (ii) GBP 17.47 47,443 N/A |

| | - 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, or auction monitor | auction platform, auctioneer |
| a) | Name | Prudential plc |
| b) | LEI | 5493001Z3ZE83NGK8Y12 |
| 4 | Details of the transaction(s): section to be repeated for (i) each type of transaction; (iii) each date; and (iv) each place where 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 (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 |

| | 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, or auction monitor | auction platform, auctioneer |
| a) | Name | |
| | | Prudential plc |
| ĺ | LEI | Prudential plc 5493001Z3ZE83NGK8Y12 |
| ĺ | LEI Details of the transaction(s): section to be repeated for (i) each type of transaction; (iii) each date; and (iv) each place where conducted | 5493001Z3ZE83NGK8Y12 ch type of instrument; (ii) each |
| b) 4 | Details of the transaction(s): section to be repeated for (i) each type of transaction; (iii) each date; and (iv) each place where | 5493001Z3ZE83NGK8Y12 ch type of instrument; (ii) each |
| b) | Details of the transaction(s): section to be repeated for (i) each type of transaction; (iii) each date; and (iv) each place where conducted | 5493001Z3ZE83NGK8Y12 The type of instrument; (ii) each transactions have been Ordinary shares of 5 pence |
| b) 4 | Details of the transaction(s): section to be repeated for (i) each type of transaction; (iii) each date; and (iv) each place where conducted Description of the financial instrument, type of instrument | 5493001Z3ZE83NGK8Y12 th type of instrument; (ii) each transactions have been Ordinary shares of 5 pence each |

| | | (i) GBP 17.47 111,763 (ii) GBP 17.47 29,373 |
|----|--|---|
| | Aggregated information | (1) GBI 17.17 22,373 |
| 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, or auction monitor | auction platform, auctioneer |
| a) | Name | Prudential plc |
| b) | LEI | 5493001Z3ZE83NGK8Y12 |
| 4 | Details of the transaction(s): section to be repeated for (i) each type of transaction; (iii) each date; and (iv) each place where conducted | |
| ٥) | 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 (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 17.47 138,846 (ii) GBP 17.47 30,788 |
|----|--|---|
| | Aggregated information | (II) GBI 17.47 30,700 |
| 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 monitor | auction platform, auctioneer or |
| a) | Name | Prudential plc |
| b) | LEI | 5493001Z3ZE83NGK8Y12 |
| 4 | Details of the transaction(s): section to be repeated for (i) each type of transaction; (iii) each date; and (iv) each place where 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 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) | (i) | Price(s) GBP 17.47 | Volume(s) 105,094 |
|----|---|----------------|--|---|
| | Aggregated information | (ii) | GBP 17.47 | 54,951 |
| d) | - Aggregated volume | N/A | | |
| | - Price | | | |
| e) | Date of the transactions | 2018 | 8-04-04 | |
| f) | Place of the transactions | | don Stock Ex | change |
| | | | | |
| 1 | Details of the person discharging managerial responsibilities | / per | son closely a | ssociated |
| a) | Name | Bar | ry Stowe | |
| 2 | Reason for the notification | | | |
| a) | Position/status | Exe | cutive Direct | or (PDMR) |
| b) | Initial notification /Amendment | Init | ial notificatio | n |
| 3 | Details of the issuer, emission allowance market participant, or auction monitor | aucti | on platform, | auctioneer |
| a) | Name | Pru | dential plc | |
| b) | LEI | 549 | 3001Z3ZE83 | NGK8Y12 |
| 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 | | erican Depos DR") | itary Receipt |
| u) | Identification code | 744 | 35K204 | |
| b) | Nature of the transactions | Terrorele subj | Receipt of a er the Pruden m Incentive F ased in April ject to the ach formance crite | tial Long Plan to be 2021 nievement of |

(ii) Receipt of an award under the Annual Incentive

| | | | to be relea | ased in April |
|----|---|--------------|-------------------------------|---------------|
| | | | Price(s) | Volume(s) |
| c) | Price(s) and volume(s) | (i) | USD 49.44 | 107,649 |
| | | (ii) | USD 49.44 | 55,826 |
| | Aggregated information | | | |
| d) | - Aggregated volume | N/A | <u>.</u> | |
| | - Price | | | |
| e) | Date of the transactions | 201 | 8-04-04 | |
| f) | Place of the transactions | Nev | v York Stoc | ck Exchange |
| | | | | |
| 1 | Details of the person discharging managerial responsibilities | / pers | son closely | associated |
| a) | Name | Jame | es Turner | |
| 2 | Reason for the notification | | | |
| a) | Position/status | Grou (PD) | ıp Chief Ri MR) | sk Officer |
| b) | Initial notification /Amendment | • | al notificati | on |
| 3 | Details of the issuer, emission allowance market participant, or auction monitor | aucti | on platform | , auctioneer |
| a) | Name | Prud | lential plc | |
| b) | LEI | | - | 3NGK8Y12 |
| 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 | Ordi each | • | s of 5 pence |
| a) | Identification code | GB0 | 0007099541 | |
| b) | Nature of the transactions | | eipt of an av Prudential L | |

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

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

> 89,439 GBP 17.47

Aggregated information

N/A d) - Aggregated volume

- Price

e) Date of the transactions 2018-04-04

f) Place of the transactions London Stock Exchange

Details of the person discharging managerial responsibilities / person closely associated

a) Name Julian Adams

Reason for the notification

Group Regulatory and Position/status

Government Relations Director

(PDMR)

b) Initial notification /Amendment Initial notification

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

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

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

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

- 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
- Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor
- a) Name

Prudential plc

b) LEI

a)

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
 - Description of the financial instrument, type of instrument

Ordinary shares of 5 pence each

Identification code

GB0007099541

b) Nature of the transactions

criteria

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

| | | (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 | (II) GDI 17.47 3,500 |
| 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 monitor | auction platform, auctioneer or |
| 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 53,119 (ii) GBP 17.47 15,588 |
| | Aggregated information | (II) GDF 17.47 13,388 |
| 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 |

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 59,645 |
| | Aggregated information | (ii) GBP 17.47 17,511 |
| 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 monitor | auction platform, auctioneer or |
| 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

- (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

(ii) GBP 17.47 16,309

Price(s) and volume(s)

Price(s) Volume(s)

(i) GBP 17.47 55,523

Aggregated information

Nature of the transactions

- 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