

PRUDENTIAL PLC
Form 6-K
December 14, 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 December, 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

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 Anne Richards

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

a) Description of the financial instrument, type of instrument Option in respect of notional shares in Prudential plc
 Identification code GB0007099541

b) Nature of the transaction
 (i) Exercise of option over notional shares (including related dividend equivalent);
 (ii) receiving a cash amount of £496,164.59 in accordance with the terms of that option; and
 (iii) application of the net cash amount in (ii) above to the purchase of 31,439 Prudential plc shares at £15.672 per share

c) Price(s) and volume(s)
 (i) Exercise of option:
 Price(s) Volume(s)
 £0.05 59,628
 (ii) Receipt of cash amount £496,164.59
 (iii) Purchase of Prudential plc shares

Aggregated information
 d) - Aggregated volume
 - Cash amount / price received
 Price(s) Volume(s)
 £15.672 31,439
 (i) Exercise of option:
 Price(s) Volume(s)
 £0.05 59,628
 (ii) Receipt of cash amount £496,164.59
 (iii) Purchase of Prudential plc shares
 Price(s) Volume(s)
 £15.672 31,439

e) Date of the transaction
 (i) Exercise of option:
 2016-12-13

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- (ii) Receipt of cash
amount: 2016-12-14
- (iii) Purchase of
Prudential plc shares:
2016-12-14

f) Place of the transaction

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: 14 December 2016

PRUDENTIAL PUBLIC LIMITED COMPANY

By: /s/ Chris Smith

Chris Smith

Deputy Group Secretary