

HSBC HOLDINGS PLC
Form 6-K
March 21, 2017

FORM 6-K
SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

Report of Foreign Private Issuer

Pursuant to Rule 13a - 16 or 15d - 16 of
the Securities Exchange Act of 1934

For the month of March

HSBC Holdings plc

42nd Floor, 8 Canada Square, London E14 5HQ, England

(Indicate by check mark whether the registrant files or will file annual reports under cover of 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-
).

HSBC HOLDINGS PLC

21 March 2017

Notification of Transactions of Persons Discharging Managerial Responsibilities

During 2016, awards of US\$0.50 ordinary shares (the "Shares") in HSBC Holdings plc were granted under the HSBC fixed pay allowance arrangements (the "Awards"). The Awards comprised part of the relevant employees' fixed remuneration for 2016. Up to 40 per cent of the Shares that vested under the Awards were subject to a retention period which expired on 20 March 2017.

On 20 March 2017 the following Shares were sold in London at £6.5720.

Directors

| Name | Shares disposed |
|------|-----------------|
|------|-----------------|

| | |
|-----------------|--------|
| Stuart Gulliver | 32,693 |
|-----------------|--------|

| | |
|------------|--------|
| Marc Moses | 18,270 |
|------------|--------|

Other PDMRs

| Name | Shares disposed |
|------|-----------------|
|------|-----------------|

| | |
|-------------|--------|
| Samir Assaf | 55,698 |
|-------------|--------|

| | |
|----------------|-------|
| Antonio Simoes | 3,746 |
|----------------|-------|

The following disclosure is made in accordance with Article 19 of the EU Market Abuse Regulation 596/2014.

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

| | |
|------------------------|-----------------|
| Name of natural person | Stuart Gulliver |
|------------------------|-----------------|

2 - Reason for the notification

| | |
|-----------------|-----------------------|
| Position/status | Group Chief Executive |
|-----------------|-----------------------|

Initial notification/amendment

Initial Notification

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

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auction monitor
Full name of the entity HSBC Holdings plc

Legal Entity Identifier code MLU0ZO3ML4LN2LL2TL39

4 - Details of the transaction(s)

Transaction(s) summary table

| Date of Transaction | Financial Instrument | Identification Code | Place of Transaction | Currency |
|------------------------|----------------------------------|---------------------|---|---------------------|
| 2017-03-20 | Ordinary shares of US\$0.50 each | GB0005405286 | London Stock Exchange, Main Market (XLON) | GBP – British Pound |
| | | | Price | Volume |
| Nature of Transaction: | | | | Total |
| Disposal | | | £6.57 | 32,693 |
| | | | £6.572 | 32,693 |
| Aggregated | | | | £214,858.40 |

1 - Details of the person discharging managerial responsibilities / person closely associated
Name of natural person Marc Moses

2 - Reason for the notification
Position/status Group Chief Risk Officer

Initial notification/amendment Initial Notification

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

Full name of the entity HSBC Holdings plc

Legal Entity Identifier code MLU0ZO3ML4LN2LL2TL39

4 - Details of the transaction(s)

Transaction(s) summary table

| Date of Transaction | Financial Instrument | Identification Code | Place of Transaction | Currency |
|------------------------|----------------------------------|---------------------|---|---------------------|
| 2017-03-20 | Ordinary shares of US\$0.50 each | GB0005405286 | London Stock Exchange, Main Market (XLON) | GBP – British Pound |
| | | | Price | Volume |
| Nature of Transaction: | | | | Total |
| Disposal | | | £6.57 | 18,270 |
| | | | £6.572 | 18,270 |
| Aggregated | | | | £120,070.44 |

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1 - Details of the person discharging managerial responsibilities / person closely associated
Name of natural person Samir Assaf

2 - Reason for the notification
Position/status Chief Executive, Global Banking and Markets

Initial notification/amendment Initial Notification

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

Full name of the entity HSBC Holdings plc

Legal Entity Identifier code MLU0ZO3ML4LN2LL2TL39

4 - Details of the transaction(s)

Transaction(s) summary table

| Date of Transaction | Financial Instrument | Identification Code | Place of Transaction | Currency |
|------------------------|----------------------------------|---------------------|---|---------------------|
| 2017-03-20 | Ordinary shares of US\$0.50 each | GB0005405286 | London Stock Exchange, Main Market (XLON) | GBP – British Pound |
| | | | Price | Volume |
| Nature of Transaction: | | | | Total |
| Disposal | | | £6.57 | 55,698 |
| | | | £6.572 | 55,698 |
| | | | Aggregated | £366,047.26 |

1 - Details of the person discharging managerial responsibilities / person closely associated
Name of natural person Antonio Simoes

2 - Reason for the notification
Position/status Chief Executive, HSBC Bank plc

Initial notification/amendment Initial Notification

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

Full name of the entity HSBC Holdings plc

Legal Entity Identifier code MLU0ZO3ML4LN2LL2TL39

4 - Details of the transaction(s)

Transaction(s) summary table

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| Date of Transaction | Financial Instrument | Identification Code | Place of Transaction | Currency |
|------------------------|----------------------------------|---------------------|---|---------------------|
| 2017-03-20 | Ordinary shares of US\$0.50 each | GB0005405286 | London Stock Exchange, Main Market (XLON) | GBP – British Pound |
| | | | Price | Total |
| Nature of Transaction: | | | | |
| Disposal | | | £6.57 | 3,746 |
| | | | £6.572 | 3,746 |
| Aggregated | | | | £24,618.71 |

For any queries related to this notification please contact:
 Lauren Brown
 Shareholder Services Team
 020 7992 3761

SIGNATURE

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.

HSBC Holdings plc

By:
 Name: Ben J S Mathews
 Title: Group Company Secretary

Date: 21 March 2017