HSBC HOLDINGS PLC Form 6-K March 02, 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 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-....).

HSBC HOLDINGS PLC

1 March 2017

Notification of Transactions by Persons Discharging Managerial Responsibilities ("PDMRs")

On 27 February 2017, the following awards of US\$0.50 ordinary shares (the "Shares") in HSBC Holdings plc (the "Company") were granted under the HSBC Share Plan 2011. The Awards were made in London and are based upon the closing Share price on the London Stock Exchange on 24 February 2017 of £6.5030.

Long Term Incentive Awards

Long term incentive awards ("LTI awards") were made to the Executive Directors as part of variable pay for the performance year ended 31 December 2016. The LTI award is an award of Shares with a three-year performance period commencing on 1 January 2017 and ending on 31 December 2019. At the end of this performance period, the number of Shares that will vest will be determined based on an assessment of performance against financial and non-financial measures, as detailed in the Directors' Remuneration Report in the 2016 Annual Report and Accounts. Subject to that assessment, the shares will vest in five equal annual instalments, with the first vesting taking place in March immediately following the end of the performance period and the remainder in equal annual instalments thereafter. Upon vesting, a six-month retention period applies.

Directors Name	Shares awarded
Stuart Gulliver	613,562
Iain Mackay	343,226
Marc Moses	343,226

Annual Incentive Awards

Awards of (i) immediately vested and (ii) deferred Shares were made under the HSBC Share Plan 2011. These awards relate to the performance year ended 31 December 2016 and comprise part of the Group's annual incentive arrangements. The awards were determined by assessing performance during the year against financial and non-financial metrics. For Executive Directors, the performance assessment is detailed in the Directors' Remuneration Report in the 2016 Annual Report and Accounts. Upon vesting, a six-month retention period applies.

(i)

Immediately vested awards

Directors	Shares awarded	Shares sold in respect of Income Tax and Social Security liabilities at £6.4994 per share	Net shares vested
Stuart Gulliver	260,648	122,505	138,143
Iain Mackay	151,776	71,335	80,441
Marc Moses	154,544	72,636	81,908

Other PDMRs

Name	Shares	Shares sold in respect of Income Tax and Social Security liabilities at	Net shares
	awarded	£6.4994 per share	vested

Samir Assaf	112,715	52,977	59,738
Peter Boyles	45,206	20,343	24,863
Patrick Burke	71,101	39,689	31,412
John Flint	67,242	31,604	35,638
Andy Maguire	e 62,295	29,279	33,016
Paulo Maia	33,616	11,766	21,850
Noel Quinn	47,628	22,386	25,242
Antonio Simoes	45,700	21,480	24,220
Peter Wong	69,808	10,472	59,336

(ii)

Deferred Award

The award will vest in five equal annual tranches commencing in March 2020. Upon vesting, a six-month retention period applies.

Other PDMRs

Name	Shares awarded
Samir Assaf	169,073
Peter Boyles	67,809
Patrick Burke*	106,652
John Flint	100,863
Andy Maguire	93,442
Paulo Maia*	50,425
Noel Quinn	71,443
Antonio Simoes	68,550
Peter Wong*	104,712

*Awards vest in five equal annual tranches commencing in March 2018.

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 pers	on	Stu	Stuart Gulliver					
2 - Reason for the no	tification							
Position/status				Chief Ex	ecutive			
Initial notification/amendment			tial N	Notificati	on			
3 - Details of the issu auction monitor	er, emission allowance	e market part	icipa	ant, aucti	on platfo	orm, auct	tioneer or	
Full name of the entit	ty	HS	BC	Holdings	plc			
Legal Entity Identifie	er code	MI	LU0Z	ZO3ML4	LN2LL2	2TL39		
4 - Details of the tran	saction(s)							
Transaction(s) summ	ary table							
Date of Transaction	Financial Instrument	Identificatio Code	on	Place of Transac	tion	Curren	ncy	
2017-02-27	Ordinary shares of US\$0.50 each	GB0005405	5286			n GBP – British Pound		
			Price Volume Total					
Nature of Transaction	n:			£6.50	874,210	£5,684	4,987.63	
Acquisition		Aggregated	l	£6.503	874,210) £5,684	4,987.63	
Date of Transaction	Financial Instrument		Ide	ntificatio	n Code	Place of Transac London	ction	Currency
2017-02-27	Ordinary shares of US	\$\$0.50 each	GB	0005405	286	Exchan Market	ge, Main (XLON)	GBP – British Pound
Nature of Transaction						Price	Volume	Total
	11.					£6.50	122,505	£796,209.00
Disposal			Agg	gregated		£6.499	122,505	£796,209.00

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

Name of natural person

Iain Mackay

2 - Reason for the no	tification					
Position/status Group Finance Director						
Initial notification/amendment 3 - Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					ror	
Full name of the entity HSBC Holdings plc						
Legal Entity Identifie	er code	MLU02	ZO3ML4	LN2LL2	ГL39	
4 - Details of the tran	nsaction(s)					
Transaction(s) sum	mary table					
Date of Transaction	Financial Instrument	Identification Code	Place of Transac	ction	Currency	
2017-02-27	Ordinary shares of US\$0.50 each	GB0005405286			GBP – British Pound	
			Price Volume		Total	
Nature of Transactio	n:		£6.50	495,002	£3,218,998.01	
Acquisition		Aggregated	£6.503	495,002	£3,218,998.01	
Date of Transaction	Financial Instrument	Identification Code	Place of Transac	ction	Currency	
2017-02-27	Ordinary shares of US\$0.50 each	GB0005405286			GBP – British Pound	
				Volume	Total	
Nature of Transactio	n:		£6.50	71,335	£463,634.70	
Disposal		Aggregated	£6.499	71,335	£463,634.70	
1 - Details of the person discharging managerial responsibilities / person closely associated						
Name of natural person Marc Moses						
2 - Reason for the no	tification					
Position/status		Group	Chief Ris	sk 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

MLU0ZO3ML4LN2LL2TL39

Legal Entity Identifier code

- 4 Details of the transaction(s)
- Transaction(s) summary table

Date of Transaction	Financial Instrument	Identification Code	Place of Transaction London Stock Exchange, Main Market (XLON)		Currency
2017-02-27	Ordinary shares of US\$0.50 each	GB0005405286			GBP – British Pound
			Price	Volume	Total
Nature of Transactio	n:		£6.50	497,770	£3,236,998.31
Acquisition		Aggregated	£6.503	497,770	£3,236,998.31
Date of Transaction	Financial Instrument	Identification Code	Place of Transac		Currency
2017-02-27	Ordinary shares of US\$0.50 each	GB0005405286	London Stock Exchange, Main Market (XLON)		GBP – British Pound
			Price	Volume	Total
Nature of Transactio	n:		£6.50	72,636	£472,090.42
Disposal		Aggregated	£6.499	72,636	£472,090.42

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 pa	articipant, auction platform, auctioneer or

Full name of the entity HSBC			Holdings plc			
Legal Entity Identifier code MLU0ZO3ML4LN2LL2TL39				TL39		
4 - Details of the trar	nsaction(s)					
Transaction(s) sum	mary table					
Date of Transaction	Financial Instrument	Identification Code	Place o Transac	ction	Currency	
2017-02-27	Ordinary shares of US\$0.50 each	GB0005405286			GBP – British Pound	
			Price	Volume	Total	
Nature of Transactio	n:		£6.50	281,788	£1,832,467.36	
Acquisition		Aggregated	£6.503	281,788	£1,832,467.36	
Date of Transaction	Financial Instrument	Identification Code	Place o Transac		Currency	
2017-02-27	Ordinary shares of US\$0.50 each	GB0005405286	London Stock Exchange, Main Market (XLON) Price Volume		GBP – British Pound	
					Total	
Nature of Transactio	n:		£6.50	52,977	£344,318.71	
Disposal		Aggregated	£6.499	52,977	£344,318.71	
1 - Details of the per-	son discharging managerial responsi	ibilities / person c	closely a	ssociated		
Name of natural pers	son	Peter B	Peter Boyles			
2 - Reason for the no	tification					
Position/status		Chief E	Executive	e of Globa	l Private Banking	
Initial notification/an	Initial Notification					
 3 - Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor 					r or	
Full name of the enti	ty	HSBC 1	Holdings	s 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
2017-02-27	Ordinary shares of US\$0.50 each	GB0005405286	London Stock Exchange, Main GBP – British Pound
			Market (XLON) Price Total
Nature of Transactio	n:		£6.50 113,015 £734,936.54
Acquisition		Aggregated	£6.503 113,015 £734,936.54
Date of Transaction	Financial Instrument	Identification Co	ode Place of Currency Transaction London Stock
2017-02-27	Ordinary shares of US\$0.50 each	GB0005405286	Exchange, Main GBP – British Pound Market (XLON)
			Price Volume Total
Nature of Transactio	n:		£6.50 20,343 £132,217.29
Disposal		Aggregated	£6.499 20,343 £132,217.29
1 - Details of the per	son discharging managerial respons	ibilities / person o	closely associated
Name of natural pers	son	Patrick	Burke
2 - Reason for the no	tification		
Position/status		Preside US	nt and Chief Executive of HSBC
Initial notification/ar	nendment	Initial N	Notification
3 - Details of the issu auction monitor	uer, emission allowance market part	icipant, auction p	latform, auctioneer or
Full name of the enti	ty	HSBC	Holdings plc
Logol Entity Identifi	ar aada	MLU02	ZO3ML4LN2LL2TL39
Legal Entity Identifie			
4 - Details of the tran	isaction(s)		

Transaction(s) summary table

Date of Transaction	Financial Instrument	Identification Code	Place o Transad	ction	Currency
2017-02-27	Ordinary shares of US\$0.50 each	GB0005405286	London Stock Exchange, Main Market (XLON)		GBP – British Pound
			Price	Volume	Total
Nature of Transactio	n:		£6.50	177,753	£1,155,927.76
Acquisition		Aggregated		177,753	£1,155,927.76
Date of Transaction	Financial Instrument	Identification Co	ode Tra	ce of nsaction	Currency
2017-02-27	Ordinary shares of US\$0.50 each	GB0005405286	Exc	ndon Stock hange, M rket (XLO	ain GBP – British Pound
			Pric	-	Total
Nature of Transactio	n:		£6.:		£257 954 69
Disposal		Aggregated	£6.4	499 39,68	£257,954.69
1 - Details of the per	son discharging managerial respons	sibilities / person c	closely a	ssociated	
Name of natural pers	son	John Fl	int		
2 - Reason for the no	tification				
Position/status			Executive Manage		anking and
Initial notification/ar	nendment	Initial N	Notificat	ion	
3 - Details of the issu auction monitor	uer, emission allowance market part	cicipant, auction pl	latform,	auctionee	r or
Full name of the enti	ty	HSBC	Holding	s plc	
Legal Entity Identific	er code	MLU02	ZO3ML4	4LN2LL2'	TL39
4 - Details of the tran					
Transaction(s) sum	mary table				
					_

Currency

2017-02-27 Nature of Transactio Acquisition	Ordinary shares of US\$0.50 each	Identification Code GB0005405286	Place of Transaction London Stock Exchange, Main Market (XLON) Price Volume 66.50 168,105 $fl,093,186.82$ fl,093,186.82			
Date of Transaction	Financial Instrument	Identification Co	Transaction			
2017-02-27	Ordinary shares of US\$0.50 each	GB0005405286	London Stock Exchange, Main GBP – British Pound Market (XLON)			
Nature of Transactio Disposal	n:	Aggregated	Price Volume Total £6.50 31,604 £205,407.04 £6.499 31,604 £205,407.04			
1 - Details of the person discharging managerial responsibilities / person closely associated						
Name of natural person Andy Maguire						
2 - Reason for the no	otification					
Position/status		Group Chief Operating Officer				
Initial notification/ar	nendment	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 4 - Details of the transaction(s)		MLU0ZO3ML4LN2LL2TL39				
Transaction(s) sum	mary table					
Date of Transaction	Financial Instrument	Identification Code	Place of Transaction London Stack			
2017-02-27	Ordinary shares of US\$0.50 each	GB0005405286	London Stock Exchange, Main Market (XLON) GBP – British Pound			
Nature of Transactio	n:		Price Volume Total			

Acquisition £1,012,757.71 155.737 £6.50 £6.503 155,737 £1,012,757.71 Aggregated **Financial Instrument** Place of Date of Transaction Identification Code Currency Transaction London Stock 2017-02-27 Ordinary shares of US\$0.50 each GB0005405286 Exchange, Main GBP - British Pound Market (XLON) Price Total Volume Nature of Transaction: £190,295.93 £6.50 29.279 Disposal £190,295.93 £6.499 29,279 Aggregated 1 - Details of the person discharging managerial responsibilities / person closely associated Name of natural person Paulo Maia 2 - Reason for the notification Position/status Chief Executive, Latin America Initial Notification Initial notification/amendment 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 **Financial Instrument** Identification Place of Date of Transaction Currency Transaction Code London Stock 2017-02-27 Ordinary shares of US\$0.50 each GB0005405286 Exchange, Main GBP – British Pound Market (XLON) Price Total Volume Nature of Transaction: £546,518.62 £6.50 84.041 Acquisition £546,518.62 Aggregated £6.503 84,041

	Edgal 1 milg. Hobo 1						
Date of Transaction	Financial Instrument	Identification Code	Iransaction	Currency			
2017-02-27	Ordinary shares of US\$0.50 each	GB0005405286	London Stock Exchange, Ma Market (XLO	ain GBP – British Pound			
			Price Volu	Total			
Nature of Transaction	n:			£76 471 94			
Disposal			£6.50 11,76	6			
Disposal		Aggregated	£6.499 11,76	£76,471.94			
1 - Details of the per	rson discharging managerial respons	sibilities / person clos	sely associated				
Name of natural per	son	Noel Quin	n				
2 - Reason for the no	otification						
Position/status		Chief Executive, Global Commercial Banking					
Initial notification/a	nendment	Initial Notification					
3 - Details of the issu auction monitor	uer, emission allowance market part	ticipant, auction platf	form, auctioneer	or			
Full name of the entity HSBC Holdings plc							
Legal Entity Identifier code 4 - Details of the transaction(s)		MLU0ZO3ML4LN2LL2TL39					
Transaction(s) summary table							
Date of Transaction	Financial Instrument	Code Ti	ace of ransaction	Currency			
2017-02-27	Ordinary shares of US\$0.50 each	GB0005405286 E	•	GBP – British Pound			
			larket (XLON) rice Volume	Total			
Nature of Transactic	n:	£	6.50 119,071	£774,318.71			
Acquisition			5.50 119,071 5.503 119,071	£774,318.71			
		Aggregated £6	0.303 119,071				
Date of Transaction	Financial Instrument	Identification Code	Iransaction	Currency			
2017-02-27	Ordinary shares of US\$0.50 each	GB0005405286	London Stock Exchange, Ma Market (XLO	in GBP – British Pound			
Nature of Transaction	n:			me Total			

Disposal			£6.50	22,386	£145,495.57			
		Aggregated	£6.499	22,386	£145,495.57			
1 - Details of the pers	son discharging managerial respons	ibilities / person c	losely asso	ciated				
Name of natural person		Antonio Simoes						
2 - Reason for the no	tification							
Position/status		Chief Executive, HSBC Bank plc						
Initial notification/an	nendment	Initial Notification						
	er, emission allowance market part	icipant, auction pl	atform, auc	tioneer	or			
auction monitor Full name of the entit	ty	HSBC Holdings plc						
Legal Entity Identifier code 4 - Details of the transaction(s)		MLU0ZO3ML4LN2LL2TL39						
Transaction(s) summ	nary table							
Date of Transaction	Financial Instrument	Identification Code	Place of Transaction Currency		Currency			
2017-02-27	Ordinary shares of US\$0.50 each	GB0005405286	London Stock Exchange, Main G Market (XLON)		GBP – British Pound			
Notion of Transcotion			Price Ve	olume	Fotal			
Nature of Transaction	n:		£6.50 11	4,250	£742,967.75			
Acquisition		Aggregated	£6.503 11	4,250	£742,967.75			
Date of Transaction	Financial Instrument	Identification Co	Transa	ction	Currency			
2017-02-27	Ordinary shares of US\$0.50 each	GB0005405286	 London Stock Exchange, Main GBP – British Market (XLON) 					
			Price	Volum	Total			
Nature of Transaction: Disposal			£6.50	21,480	£139,607.11			
		Aggregated	£6.499	21,480	£139,607.11			

1 - Details of the	person discharging	managerial res	ponsibilities /	person closely associated

1		1		5				
Name of natural pers	Peter W	Peter Wong						
2 - Reason for the notification Position/status		Deputy Chairman and Chief Executive, The Hongkong and Shanghai Banking Corporation Limited						
Initial notification/an	nendment	Initial Notification						
3 - Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor								
Full name of the enti	HSBC	HSBC Holdings plc						
Legal Entity Identifie	MLU0ZO3ML4LN2LL2TL39							
4 - Details of the tran	usaction(s)							
Transaction(s) summ	mary table							
Date of Transaction	Financial Instrument	Identification Code	Place of Transaction Currency		rrency			
2017-02-27	Ordinary shares of US\$0.50 each	GB0005405286	6 Exe	London Stock Exchange, Main Market (XLON) GBP – British Pound				
			Pri	Price Volume		То	tal	
Nature of Transaction	n:		£6.	50 1	74,520	£1	,134,903.56	
Acquisition		Aggregated	£6.	503 1	74,520	£1	,134,903.56	
Date of Transaction	Financial Instrument	Identification Co	ode	London Stock Exchange, Main GBP – Briti		Currency		
2017-02-27	Ordinary shares of US\$0.50 each	GB0005405286				GBP – British Pound		
			Market (XLON) Price Volume Total		Total			
Nature of Transaction	n:			£6.50	10,47	72	£68,061.72	
Disposal		Aggregated		£6.49	9 10,47	72	£68,061.72	

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: 01 March 2017