

Lloyds Banking Group plc
Form 6-K
March 06, 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

06 March 2018

LLOYDS BANKING GROUP plc
(Translation of registrant's name into English)

5th Floor
25 Gresham Street
London
EC2V 7HN
United Kingdom

(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- _____

Index to Exhibits

Item

No. 1 Regulatory News Service Announcement, dated 06 March 2018
re: Director/PDMR Shareholding

6 March 2018

LLOYDS BANKING GROUP PLC ('GROUP') - NOTIFICATION OF TRANSACTION BY PERSON DISCHARGING MANAGERIAL RESPONSIBILITIES ('PDMRs') IN ORDINARY SHARES OF THE GROUP OF 10 PENCE EACH ('SHARES')

Disposal of Shares

The Group announces the sale of Shares by the PDMR as set out below. Following the sale of Shares, the PDMR continues to comply with the Group's shareholding policy requirements and holds Shares as set out below, including Shares subject to holding periods of up to a further two years post vesting.

| Name of PDMR | Number of Shares Sold | Price Per Share | Transaction date | Number of Shares held by the PDMR (and persons closely associated) following the sale |
|--------------|-----------------------|-----------------|------------------|---------------------------------------------------------------------------------------|
| Karin Cook | 58,135 | 68.00 pence | 2 March 2018 | 2,131,292 |

ENQUIRIES:

Investor Relations
Douglas Radcliffe
Group Investor Relations Director
Email: douglas.radcliffe@finance.lloydsbanking.com
+44 (0) 20 7356 1571

Group Corporate Affairs
Matt Smith
Head of Corporate Media
Email: matt.smith@lloydsbanking.com
+44 (0) 20 7356 3522

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 Karin Cook

2 Reason for the notification

a) Position/status Group Services Director

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| | | |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|
| b) | Initial notification / Amendment | Initial Notification |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | |
| a) | Name | Lloyds Banking Group plc |
| b) | LEI | 549300PPXHEU2JF0AM85 |
| 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 10p each |
| a) | Identification code | GB0008706128 |
| | Nature of the transaction | Disposal of Shares |
| b) | Price(s) and volume(s) | |
| | | Price(s) Volume(s) |
| c) | | GBP00.6800 58,135 |
| | Aggregated information | |
| d) | - Aggregated volume | N/A (single transaction) |
| | - Price | |
| e) | Date of the transaction | 2 March 2018 |
| f) | Place of the transaction | London Stock Exchange (XLON) |

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.

LLOYDS BANKING GROUP plc
(Registrant)

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By: Douglas Radcliffe
Name: Douglas Radcliffe
Title: Group Investor Relations Director

Date: 06 March 2018