

Pearson plc – Voting instruction card



We are pleased to announce that the 2016 Annual Report and 2017 Notice of Meeting are now available online. The Pearson 2017 Annual General Meeting (AGM) will be held at IET London, 2 Savoy Place, London WC2R 0BL on Friday, 5 May 2017 at 12 noon.

You can view the Pearson 2016 Annual Report at www.pearson.com/ar2016.html

You can also vote your shares online at www.sharevote.co.uk. You will need your Voting ID, Task ID and Shareholder Reference Number (shown below) to log on.

The full wording of the resolutions at the 2017 AGM are in the Notice of Meeting which is available at www.pearson.com/aggm

Voting ID

Task ID

Shareholder Reference Number

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Voting deadlines

Sharestore holders must register their votes by no later than 12 noon on 2 May 2017.

Ordinary shareholders must register their votes by no later than 12 noon on 3 May 2017.

Registrar

If you have any queries, please view Equiniti's website www.shareview.co.uk. Alternatively you can contact them at Aspect House, Spencer Road, Lancing, West Sussex BN99 6DA or by telephone on 0371 384 2043 or, if dialling from outside the UK, on +44 121 415 7062. The helpline is open Monday to Friday 8.30am to 5.30pm.

Note to ordinary shareholders

Proxies

You can appoint the chairman of the meeting or anyone else to be your proxy at the AGM. If you wish your proxy to make any comments on your behalf, you will need to appoint someone other than the chairman and give them the relevant instructions directly. You may also appoint more than one proxy provided that each proxy is appointed to exercise the rights attached to a different share or shares held by you.

Power of attorney

Any power of attorney or other authority (or certified copy of the authority) relating to an appointment of a proxy cannot be submitted electronically and must be deposited as referred to in the Notice of Meeting.

Software requirements

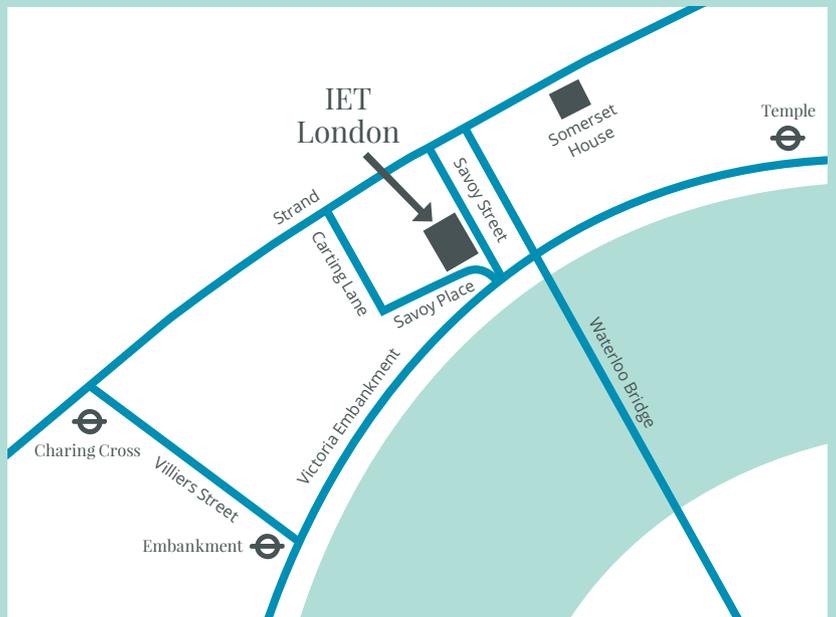
Please note that there are no particular software requirements to view these documents, other than those which are described on the website. These documents are in a printable format and will remain available on the website for at least two years.

The Pearson plc Annual General Meeting

will be held at IET London, 2 Savoy Place, London WC2R 0BL at 12 noon on Friday 5 May 2017. If you wish to come to the meeting please bring this card with you and present it on arrival.

Getting to the venue

IET London is a short walk from Charing Cross mainline and underground stations and from Embankment underground station.



Pearson