

PEARSON PLC
(the “Company”)

Non-Executive Directors’ Share Purchase Plan

Below are details of purchases (made under the Company’s Non-Executive Directors’ Share Purchase Plan) of Pearson plc ordinary shares of 25p each and American Depositary Receipts (ADRs) made on the London and New York Stock Exchanges on 28 June 2013 and notified to the Company on 1 July 2013:-

Name of Director	No. of Shares Purchased	Percentage of Issued Stock %	Price per Share £	Total Holding Following Notification	Total Percentage Following Notification %
David Arculus	189	0.00002%	£11.73	15,953	0.00195%
Vivienne Cox	182	0.00002%	£11.73	1,015	0.00012%
Ken Hydon	190	0.00002%	£11.73	17,470	0.00214%

Name of Director	No. of ADRs Purchased	Percentage of Issued Stock %	Price per ADR \$	Total Holding Following Notification	Total Percentage Following Notification %
Susan Fuhrman	275	0.00003%	\$17.93	15,392	0.00188%
Joshua Lewis	206	0.00003%	\$17.93	5,299	0.00065%

This notification is made in accordance with DTR 3.1.4R.