

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 Depository Receipts (ADRs) made on the London and New York Stock Exchanges on 17 December 2013 and notified to the Company on 17 December 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	171	0.00002%	£12.85	16,301	0.00199%
Vivienne Cox	165	0.00002%	£12.85	1,351	0.00017%
Ken Hydon	171	0.00002%	£12.85	17,818	0.00218%
Harish Manwani	180	0.00002%	£12.85	180	0.00002%

Name of Director	No. of ADRs Purchased	Percentage of Issued Stock %	Price per ADR \$	Total Holding Following Notification	Total Percentage Following Notification %
Joshua Lewis	188	0.00002%	\$21.02	5,681	0.00069%
Linda Lorimer	314	0.00004%	\$21.02	637	0.00008%

This notification is made in accordance with DTR 3.1.4R.