

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 31 March 2014 and notified to the Company on 31 March 2014:-

| Name of Director | No. of Shares Purchased | Percentage of Issued Stock % | Price per Share £ | Total Holding Following Notification | Total Percentage Following Notification % |
|-------------------------|--------------------------------|-------------------------------------|--------------------------|---|--|
| David Arculus | 210 | 0.00003% | £10.49 | 16,511 | 0.00202% |
| Vivienne Cox | 202 | 0.00002% | £10.49 | 1,553 | 0.00019% |
| Ken Hydon | 210 | 0.00003% | £10.49 | 18,028 | 0.00220% |

| Name of Director | No. of ADRs Purchased | Percentage of Issued Stock % | Price per ADR \$ | Total Holding Following Notification | Total Percentage Following Notification % |
|-------------------------|------------------------------|-------------------------------------|-------------------------|---|--|
| Joshua Lewis | 231 | 0.00003% | \$17.52 | 5,912 | 0.00072% |
| Linda Lorimer | 230 | 0.00003% | \$17.52 | 867 | 0.00011% |

This notification is made in accordance with DTR 3.1.4R.