

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 17 December 2014 and notified to the Company on 17 December 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	209	0.00003%	£11.38	17,117	0.00209%
Elizabeth Corley	184	0.00002%	£11.38	468	0.00006%
Vivienne Cox	201	0.00002%	£11.38	2,123	0.00026%
Ken Hydon	209	0.00003%	£11.38	18,634	0.00227%
Harish Manwani	318	0.00004%	£11.38	1,392	0.00017%

Name of Director	No. of ADRs Purchased	Percentage of Issued Stock %	Price per ADR \$	Total Holding Following Notification	Total Percentage Following Notification %
Joshua Lewis	257	0.00003%	\$18.09	6,632	0.00081%
Linda Lorimer	254	0.00003%	\$18.09	1,581	0.00019%

This notification is made in accordance with DTR 3.1.4R.