

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 31 March 2015 and notified to the Company on 31 March 2015:-

Name of Director	No. of Shares Purchased	Percentage of Issued Stock %	Price per Share £	Total Holding Following Notification	Total Percentage Following Notification %
David Arculus	161	0.00002%	£14.73	17,278	0.00211%
Elizabeth Corley	155	0.00002%	£14.73	623	0.00008%
Vivienne Cox	155	0.00002%	£14.73	2,278	0.00028%
Ken Hydon	161	0.00002%	£14.73	18,795	0.00229%
Harish Manwani	254	0.00003%	£14.73	1,646	0.00020%
Timothy Score	166	0.00002%	£14.73	166	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	201	0.00002%	\$21.88	6,833	0.00083%
Linda Lorimer	198	0.00002%	\$21.88	1,779	0.00022%

This notification is made in accordance with DTR 3.1.4R.