

**PEARSON PLC**  
**(the "Company")**

**Notification of Interest of Persons Discharging Managerial Responsibility**  
**("PDMRs")**

Below are details of an acquisition of American Depositary Receipts ("ADRs") following a reinvestment of dividend under the Company's Employee Stock Purchase Plan in the USA on 6 May 2015, notified to the Company on 18 May 2015: -

<b>Name of PDMR</b>	<b>No. of ADRs Purchased</b>	<b>Percentage of Issued Stock</b>	<b>Price per ADR</b>	<b>Total Holding Following Notification</b>	<b>Total Percentage Following Notification</b>
Philip Hoffman	105	0.00001%	\$20.31	77,725	0.00948%
Luyen Chou	31	0%	\$20.31	1,281	0.00016%

This notification is made in accordance with DTR 3.1.4R.