

**NOTIFICATION OF TRANSACTIONS OF DIRECTORS/PERSONS DISCHARGING
MANAGERIAL RESPONSIBILITY AND CONNECTED PERSONS**

All relevant boxes should be completed in block capital letters.

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| 1. | Name of the issuer PEARSON PLC | 2. | State whether the notification relates to (i) a transaction notified in accordance with DTR 3.1.2R; (ii) a disclosure made in accordance with LR 9.8.6R(1); or (iii) a disclosure made in accordance with section 793 of the Companies Act 2006. BOTH (i) AND (ii) |
| 3. | Name of person discharging managerial responsibilities/director JOHN FALLON | 4. | State whether notification relates to a person connected with a person discharging managerial responsibilities/director named in 3 and identify the connected person N/A |
| 5. | Indicate whether the notification is in respect of a holding of the person referred to in 3 or 4 above or in respect of a non-beneficial interest ¹ HOLDING | 6. | Description of shares (including class), debentures or derivatives or financial instruments relating to shares ORDINARY SHARES OF 25P EACH |
| 7. | Name of registered shareholder(s) and, if more than one, the number of shares held by each of them JOHN FALLON | 8. | State the nature of the transaction EXERCISE OF OPTIONS UNDER THE COMPANY'S 2010 5 YEAR SAVE AS YOU EARN PLAN |
| 9. | Number of shares, debentures or financial instruments relating to shares acquired 1,930 SHARES | 10. | Percentage of issued class acquired (treasury shares of that class should not be taken into account when calculating percentage) 0.000235% |
| 11. | Number of shares, debentures or financial instruments relating to shares disposed N/A | 12. | Percentage of issued class disposed (treasury shares of that class should not be taken into account when calculating percentage) N/A |
| 13. | Price per share or value of transaction EXERCISE PRICE £8.056 | 14. | Date and place of transaction 3 AUGUST 2015 – LONDON |

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| 15. | Total holding following notification and total percentage holding following notification (any treasury shares should not be taken into account when calculating percentage) 293,056 0.03571% | 16. | Date issuer informed of transaction 5 AUGUST 2015 |
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If a person discharging managerial responsibilities has been granted options by the issuer complete the following boxes

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| 17. | Date of grant N/A | 18. | Period during which or date on which it can be exercised N/A |
| 19. | Total amount paid (if any) for grant of the option N/A | 20. | Description of shares or debentures involved (class and number) N/A |
| 21. | Exercise price (if fixed at time of grant) or indication that price is to be fixed at the time of exercise N/A | 22. | Total number of shares or debentures over which options held following notification N/A |

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| 23. | Any additional information N/A | 24. | Name of contact and telephone number for queries: NATALIE DALE ASSISTANT COMPANY SECRETARY 020 7010 2261 |
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| Name of duly authorised officer of issuer responsible for making notification NATALIE DALE, ASSISTANT COMPANY SECRETARY | |
| Date of notification: 5 August 2015 | |

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| 1. | Name of the issuer PEARSON PLC | 2. | State whether the notification relates to (i) a transaction notified in accordance with DTR 3.1.2R; (ii) a disclosure made in accordance with LR 9.8.6R(1); or (iii) a disclosure made in accordance with section 793 of the Companies Act 2006. BOTH (i) AND (ii) |
| 3. | Name of person discharging managerial responsibilities/director TAMARA MINICK-SCOKALO | 4. | State whether notification relates to a person connected with a person discharging managerial responsibilities/director named in 3 and identify the connected person N/A |
| 5. | Indicate whether the notification is in respect of a holding of the person referred to in 3 or 4 above or in respect of a non-beneficial interest ¹ HOLDING | 6. | Description of shares (including class), debentures or derivatives or financial instruments relating to shares ORDINARY SHARES OF 25P EACH |
| 7. | Name of registered shareholder(s) and, if more than one, the number of shares held by each of them TAMARA MINICK-SCOKALO | 8. | State the nature of the transaction EXERCISE OF OPTIONS UNDER THE COMPANY'S 2012 3 YEAR SAVE AS YOU EARN PLAN |
| 9. | Number of shares, debentures or financial instruments relating to shares acquired 990 SHARES (GROSS – SEE ADDITIONAL INFORMATION AT ITEM 23 BELOW) | 10. | Percentage of issued class acquired (treasury shares of that class should not be taken into account when calculating percentage) 0.00012% |
| 11. | Number of shares, debentures or financial instruments relating to shares disposed 760 SHARES (SEE ADDITIONAL INFORMATION AT ITEM 23 BELOW) | 12. | Percentage of issued class disposed (treasury shares of that class should not be taken into account when calculating percentage) 0.00009% |
| 13. | Price per share or value of transaction EXERCISE PRICE £9.090 | 14. | Date and place of transaction 3 AUGUST 2015 – LONDON |

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| 15. | Total holding following notification and total percentage holding following notification (any treasury shares should not be taken into account when calculating percentage) 230 0.00003% | 16. | Date issuer informed of transaction 5 AUGUST 2015 |
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If a person discharging managerial responsibilities has been granted options by the issuer complete the following boxes

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| 17. | Date of grant N/A | 18. | Period during which or date on which it can be exercised N/A |
| 19. | Total amount paid (if any) for grant of the option N/A | 20. | Description of shares or debentures involved (class and number) N/A |
| 21. | Exercise price (if fixed at time of grant) or indication that price is to be fixed at the time of exercise N/A | 22. | Total number of shares or debentures over which options held following notification N/A |

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| 23. | Any additional information AS PERMITTED BY THE RULES OF PEARSON'S INTERNATIONAL SHARSAVE PLAN, MS MINICK-SCOKALO ELECTED TO SELL SUFFICIENT OF THE NEWLY-ACQUIRED SHARES TO COVER THE PURCHASE PRICE, LEAVING A NET ACQUISITION OF 230 SHARES. TOTAL NUMBER ACQUIRED: 990 NUMBER SOLD TO COVER EXERCISE COSTS: 760 NET NUMBER RETAINED: 230 | 24. | Name of contact and telephone number for queries: NATALIE DALE ASSISTANT COMPANY SECRETARY 020 7010 2261 |
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| Name of duly authorised officer of issuer responsible for making notification NATALIE DALE, ASSISTANT COMPANY SECRETARY | |
| Date of notification: 5 August 2015 | |