

**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 30 June 2015 and notified to the Company on 30 June 2015:-

<b>Name of Director</b>	<b>No. of Shares Purchased</b>	<b>Percentage of Issued Stock %</b>	<b>Price per Share £</b>	<b>Total Holding Following Notification</b>	<b>Total Percentage Following Notification %</b>
Elizabeth Corley	167	0.00002%	£12.25	790	0.00010%
Vivienne Cox	162	0.00002%	£12.25	2,440	0.00030%
Harish Manwani	250	0.00003%	£12.25	1,896	0.00023%
Timothy Score	183	0.00002%	£12.25	349	0.00004%

<b>Name of Director</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>
Joshua Lewis	243	0.00003%	\$19.20	7,076	0.00086%
Linda Lorimer	241	0.00003%	\$19.20	2,020	0.00025%

This notification is made in accordance with DTR 3.1.4R.