

**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 27 June 2016 and notified to the Company on 27 June 2016:-

<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	587	0.00007%	£9.16	2,531	0.00031%
Vivienne Cox	217	0.00003%	£9.16	3,411	0.00042%
Harish Manwani	346	0.00004%	£9.16	3,283	0.00040%
Tim Score	1,661	0.00020%	£9.16	4,064	0.00049%
Lincoln Wallen	423	0.00005%	£9.16	882	0.00011%

<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	348	0.00004%	\$12.02	8,419	0.00102%
Linda Lorimer	345	0.00004%	\$12.02	3,349	0.00041%

This notification is made in accordance with DTR 3.1.4R.