

## TR-1: NOTIFICATION OF MAJOR INTEREST IN SHARES<sup>i</sup>

<b>1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:</b> <sup>ii</sup>	Pearson PLC
<b>2 Reason for the notification</b> (please tick the appropriate box or boxes):	
An acquisition or disposal of voting rights	<input checked="" type="checkbox"/> X
An acquisition or disposal of qualifying financial instruments which may result in the acquisition of shares already issued to which voting rights are attached	<input type="checkbox"/>
An acquisition or disposal of instruments with similar economic effect to qualifying financial instruments	<input type="checkbox"/>
An event changing the breakdown of voting rights	<input type="checkbox"/>
Other (please specify):	<input type="checkbox"/>
<b>3. Full name of person(s) subject to the notification obligation:</b> <sup>iii</sup>	Silchester International Investors LLP
<b>4. Full name of shareholder(s)</b> (if different from 3.): <sup>iv</sup>	Silchester International Investors International Value Equity Taxable Trust  Silchester International Investors International Value Equity Trust  Silchester International Investors International Value Equity Group Trust  Silchester International Investors Tobacco Free International Value Equity Trust  The Calleva Trust
<b>5. Date of the transaction and date on which the threshold is crossed or reached:</b> <sup>v</sup>	19 <sup>th</sup> October 2016
<b>6. Date on which issuer notified:</b>	19 <sup>th</sup> October 2016
<b>7. Threshold(s) that is/are crossed or reached:</b> <sup>vi, vii</sup>	Crossing above 5%

8. Notified details:							
A: Voting rights attached to shares <sup>viii, ix</sup>							
Class/type of shares  if possible using the ISIN CODE	Situation previous to the triggering transaction		Resulting situation after the triggering transaction				
	Number of Shares	Number of Voting Rights	Number of shares	Number of voting rights		% of voting rights <sup>x</sup>	
			Direct	Direct <sup>xi</sup>	Indirect <sup>xii</sup>	Direct	Indirect
GB0006776081	40,775,547	40,775,547			41,437,136		5.04%

B: Qualifying Financial Instruments				
Resulting situation after the triggering transaction				
Type of financial instrument	Expiration date <sup>xiii</sup>	Exercise/ Conversion Period <sup>xiv</sup>	Number of voting rights that may be acquired if the instrument is exercised/ converted.	% of voting rights
N/A	N/A	N/A	N/A	N/A

C: Financial Instruments with similar economic effect to Qualifying Financial Instruments <sup>xv, xvi</sup>						
Resulting situation after the triggering transaction						
Type of financial instrument	Exercise price	Expiration date <sup>xvii</sup>	Exercise/ Conversion period <sup>xviii</sup>	Number of voting rights instrument refers to	% of voting rights <sup>xix, xx</sup>	
N/A	N/A	N/A	N/A	N/A	Nominal	Delta
					N/A	N/A
N/A	N/A	N/A	N/A	N/A	N/A	N/A

Total (A+B+C)	
Number of voting rights	Percentage of voting rights
41,437,136	5.04%

**9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable: <sup>xxi</sup>**

N/A

**Proxy Voting:**

<b>10. Name of the proxy holder:</b>	Silchester International Investors LLP
<b>11. Number of voting rights proxy holder will cease to hold:</b>	N/A
<b>12. Date on which proxy holder will cease to hold voting rights:</b>	N/A

<b>13. Additional information:</b>	<p>Silchester International Investors LLP (“Silchester”) acts as investment manager for the clients detailed in Question 4 above (our “Clients”). In acting for our Clients, Silchester are given full discretion over their investments and are empowered to vote on their behalf. However, we do not act as our Clients’ custodian and therefore shares are not held in our name but in the name of each Client’s custodian bank.</p> <p>The increase in Silchester’s holdings was due to a series of transactions over a series of different trading days. The figure shown in the box related to the position prior to the transaction represents shares controlled by Silchester immediately prior to crossing 5%.</p> <p>Notification is provided based on the total voting rights figure of 822,120,897.</p>
<b>14. Contact name:</b>	Timothy J. Linehan, Senior Partner
<b>15. Contact telephone number:</b>	0207 518 7125

Natalie Dale  
Deputy Company Secretary  
Pearson plc

20 October 2016