

PEARSON PLC
(the "Company")

Notification of transactions by persons discharging managerial responsibilities and/or persons closely associated with them

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Sidney Taurel	
2	Reason for the notification		
a)	Position/status	Chairman	
b)	Initial notification /Amendment	Initial notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Pearson plc	
b)	LEI	2138004JBXWWJKIURC57	
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument	American Depositary Receipts (ADRs) in Pearson plc (each ADR represents one ordinary share of 25 pence in Pearson plc)	
	Identification code	ISIN: US7050151056	
b)	Nature of the transaction	Purchase of shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		(i) \$9.40 per share (ii) \$9.39 per share (iii) \$9.41 per share (iv) \$9.44 per share (v) \$9.42 per share	(i) 2,700 ADRs (ii) 400 ADRs (iii) 2,100 ADRs (iv) 100 ADRs (v) 2,000 ADRs
d)	Aggregated information	Aggregated volume: 7,300 ADRs	
	- Aggregated volume	Aggregated price: \$68,681	
	- Price		
e)	Date of the transaction	5 May 2017	
f)	Place of the transaction	New York Stock Exchange (XNYS)	