

PEARSON PLC
(the "Company")

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Melinda Wolfe	
2	Reason for the notification		
a)	Position/status	Chief Human Resources Officer	
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 Identification code	American Depositary Receipts (ADRs) in Pearson plc (each ADR represents one ordinary share of 25 pence in Pearson plc) ISIN: US7050151056	
b)	Nature of the transaction	Purchase of ADRs arising from Company's Dividend Reinvestment Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Purchase price: \$8.9741 per ADR	2,955
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 2,955 ADRs Aggregated price: \$26,518.4655	

e)	Date of the transaction	17 May 2017 (Purchase Date) 22 May 2017 (Settlement Date)
f)	Place of the transaction	New York Stock Exchange (XNYS)