

**PEARSON PLC**  
**(the "Company")**

**Notification of Director and PDMRs' Interests**

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 behalf of the Company's Chairman and Non-Executive Directors on 30 June 2017: -

<b>Name of Director</b>	<b>No. of Shares Purchased</b>	<b>Price per Share</b>	<b>Total Holding Following Notification</b>
Elizabeth Corley	925	£6.975	5,928
Vivienne Cox	285	£6.975	4,606
Harish Manwani	2,088	£6.975	9,644
Tim Score	2,280	£6.975	12,534
Lincoln Wallen	581	£6.975	3,175

<b>Name of Director</b>	<b>No. of ADRs Purchased</b>	<b>Price per ADR</b>	<b>Total Holding Following Notification</b>
Joshua Lewis	446	\$9.01	10,110
Linda Lorimer	582	\$9.01	5,764
Sidney Taurel	2,104	\$9.01	72,104

The following notifications, made in accordance with the requirements of the EU Market Abuse Regulation, give further detail.

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

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Elizabeth Corley
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Non-Executive Director
b)	Initial notification	Initial notification

	/Amendment		
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	Pearson plc	
b)	LEI	2138004JBXWWJKIURC57	
<b>4</b>	<b>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</b>		
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 25 pence each in Pearson plc  ISIN: GB0006776081	
b)	Nature of the transaction	Purchase of shares arising from Company's Non-Executive Directors' Share Purchase Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Purchase price: £6.975 per share	925
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 925 shares  Aggregated price: £6,451.88	
e)	Date of the transaction	30 June 2017	
f)	Place of the transaction	London Stock Exchange (XLON)	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name	Vivienne Cox	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Non-Executive Director	
b)	Initial notification /Amendment	Initial notification	
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		

a)	Name	Pearson plc	
b)	LEI	2138004JBXWWJKIURC57	
<b>4</b>	<b>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</b>		
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 25 pence each in Pearson plc  ISIN: GB0006776081	
b)	Nature of the transaction	Purchase of shares arising from Company's Non-Executive Directors' Share Purchase Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Purchase price: £6.975 per share	285
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 285 shares  Aggregated price: £1,987.88	
e)	Date of the transaction	30 June 2017	
f)	Place of the transaction	London Stock Exchange (XLON)	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name	Harish Manwani	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Non-Executive Director	
b)	Initial notification /Amendment	Initial notification	
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	Pearson plc	
b)	LEI	2138004JBXWWJKIURC57	
<b>4</b>	<b>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</b>		

<b>where transactions have been conducted</b>			
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 25 pence each in Pearson plc  ISIN: GB0006776081	
b)	Nature of the transaction	Purchase of shares arising from Company's Non-Executive Directors' Share Purchase Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Purchase price: £6.975 per share	2,088
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 2,088 shares  Aggregated price: £14,563.80	
e)	Date of the transaction	30 June 2017	
f)	Place of the transaction	London Stock Exchange (XLON)	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Tim Score
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Non-Executive Director
b)	Initial notification /Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	Pearson plc
b)	LEI	2138004JBXWWJKIURC57
<b>4</b>	<b>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</b>	
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25 pence each in Pearson plc

	Identification code	ISIN: GB0006776081	
b)	Nature of the transaction	Purchase of shares arising from Company's Non-Executive Directors' Share Purchase Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Purchase price: £6.975 per share	2,280
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 2,280 shares Aggregated price: £15,903.00	
e)	Date of the transaction	30 June 2017	
f)	Place of the transaction	London Stock Exchange (XLON)	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name	Lincoln Wallen	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Non-Executive Director	
b)	Initial notification /Amendment	Initial notification	
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	Pearson plc	
b)	LEI	2138004JBXWWJKIURC57	
<b>4</b>	<b>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</b>		
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 25 pence each in Pearson plc  ISIN: GB0006776081	

b)	Nature of the transaction	Purchase of shares arising from Company's Non-Executive Directors' Share Purchase Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Purchase price: £6.975 per share	581
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 581 shares Aggregated price: £4,052.48	
e)	Date of the transaction	30 June 2017	
f)	Place of the transaction	London Stock Exchange (XLON)	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name	Joshua Lewis	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Non-Executive Director	
b)	Initial notification /Amendment	Initial notification	
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	Pearson plc	
b)	LEI	2138004JBXWWJKIURC57	
<b>4</b>	<b>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</b>		
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 arising from Company's Non-Executive Directors' Share Purchase Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)

		Purchase price: \$9.01 per ADR	446
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 446 ADRs. Aggregated price: \$4,018.46	
e)	Date of the transaction	30 June 2017	
f)	Place of the transaction	New York Stock Exchange (XNYS)	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name	Linda Lorimer	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Non-Executive Director	
b)	Initial notification /Amendment	Initial notification	
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	Pearson plc	
b)	LEI	2138004JBXWWJKIURC57	
<b>4</b>	<b>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</b>		
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 shares arising from Company's Non-Executive Directors' Share Purchase Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Purchase price: \$9.01 per ADR	582
d)	Aggregated information	Aggregated volume: 582 ADRs.	

	- Aggregated volume - Price	Aggregated price: \$5,243.82
e)	Date of the transaction	30 June 2017
f)	Place of the transaction	New York Stock Exchange (XNYS)

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Sidney Taurel
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Chairman
b)	Initial notification /Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	Pearson plc
b)	LEI	2138004JBXWWJKIURC57
<b>4</b>	<b>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</b>	
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 shares arising from Company's Non-Executive Directors' Share Purchase Plan
c)	Price(s) and volume(s)	Price(s)
		Volume(s)
		Purchase price: \$9.01 per ADR
		2,104
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 2,104 ADRs.  Aggregated price: \$18,957.04
e)	Date of the transaction	30 June 2017



f)	Place of the transaction	New York Stock Exchange (XNYS)
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