

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 31 March 2017: -

Name of Director	No. of Shares Purchased	Percentage of Issued Stock	Price per Share	Total Holding Following Notification
Elizabeth Corley	1,047	0.00013%	£6.72	5,003
Vivienne Cox	341	0.00004%	£6.72	4,321
Harish Manwani	2,163	0.00026%	£6.72	7,556
Tim Score	2,264	0.00028%	£6.72	10,254
Lincoln Wallen	574	0.00007%	£6.72	2,477

Name of Director	No. of ADRs Purchased	Percentage of Issued Stock	Price per ADR	Total Holding Following Notification
Joshua Lewis	450	0.00005%	\$8.39	9,664
Linda Lorimer	1,083	0.00013%	\$8.39	5,182

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

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Elizabeth Corley
2	Reason for the notification	
a)	Position/status	Non-Executive Director
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	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: £6.72 per share	1,047
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 1,047 shares Aggregated price: £7,035.84	
e)	Date of the transaction	31 March 2017	
f)	Place of the transaction	London Stock Exchange (XLON)	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Vivienne Cox	
2	Reason for the notification		
a)	Position/status	Non-Executive Director	
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	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: £6.72 per share	341
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 341 shares Aggregated price: £2,291.52	
e)	Date of the transaction	31 March 2017	
f)	Place of the transaction	London Stock Exchange (XLON)	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Harish Manwani	
2	Reason for the notification		
a)	Position/status	Non-Executive Director	
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	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: £6.72 per share	2,163
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 2,163 shares Aggregated price: £14,535.36
e)	Date of the transaction	31 March 2017
f)	Place of the transaction	London Stock Exchange (XLON)

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Tim Score
2	Reason for the notification	
a)	Position/status	Non-Executive Director
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	Ordinary shares of 25 pence each in Pearson plc

	instrument 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: £6.72 per share	2,264
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 2,264 shares Aggregated price: £15,214.08	
e)	Date of the transaction	31 March 2017	
f)	Place of the transaction	London Stock Exchange (XLON)	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Lincoln Wallen	
2	Reason for the notification		
a)	Position/status	Non-Executive Director	
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	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: £6.72 per share	574
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 574 shares Aggregated price: £3,857.28	
e)	Date of the transaction	31 March 2017	
f)	Place of the transaction	London Stock Exchange (XLON)	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Joshua Lewis	
2	Reason for the notification		
a)	Position/status	Non-Executive Director	
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 shares arising from Company's Non-Executive Directors' Share Purchase Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)

		Purchase price: \$8.39 per ADR	450
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 450 ADRs. Aggregated price: \$3,775.50	
e)	Date of the transaction	31 March 2017	
f)	Place of the transaction	New York Stock Exchange (XNYS)	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Linda Lorimer	
2	Reason for the notification		
a)	Position/status	Non-Executive Director	
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 shares arising from Company's Non-Executive Directors' Share Purchase Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Purchase price: \$8.39 per ADR	1,083

d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 1,083 ADRs. Aggregated price: \$9,086.37
e)	Date of the transaction	31 March 2017
f)	Place of the transaction	New York Stock Exchange (XNYS)