

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	Anna Vikström Persson	
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	Ordinary shares of 25 pence each in Pearson plc ISIN: GB0006776081	
b)	Nature of the transaction	Grant of options under the Company's Worldwide Save for Shares Plan over a three year savings period with an exercise price of £5.80 per share	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Purchase price: N/A	3,103 (The Number of Options to be granted)
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 3,103 Options Aggregated price: N/A	
e)	Date of the transaction	29 March 2018	
f)	Place of the transaction	Outside a trading venue	