

Pearson plc – (the “Company”)

Notification of PDMRs’ Interests

Management Incentive Plan

In 2017, the Company established the Pearson Management Incentive Plan (the “MIP”). Its purpose is to link senior management’s short- and long-term reward with Pearson’s financial performance and its progress against key strategic objectives. The MIP may settle awards with market purchased shares, but not newly issued or treasury shares. Executive Directors may not participate in the MIP.

On 3 April 2018, the Company made a grant of restricted shares to members of the Pearson Executive under the MIP. The number of shares granted is based on performance in the 2017 financial year and the share price on 1 March 2018. The awards will vest on 31 March 2021. Two-thirds of these shares remain subject to the Company meeting a minimum performance underpin based on Pearson’s earnings per share in 2020 and one-third of these shares are subject to continued employment to the vesting date only.

Long-Term Incentive Plan

In addition, fulfilling a buyout promise made on hire to Jonathan Chocqueel-Mangan, an award of shares has been made to him and will vest as follows: one-half of these shares will vest in March 2019, and one-half of these shares will vest in March 2020, subject to continued employment only.

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	Albert Hitchcock
2	Reason for the notification	
a)	Position/status	Chief Technology and Operations 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	Ordinary shares of 25 pence each in Pearson plc

	instrument Identification code	ISIN: GB0006776081	
b)	Nature of the transaction	Grant of restricted shares awarded under the Management Incentive Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Purchase price: N/A	104,610
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 104,610 shares Aggregated price: N/A	
e)	Date of the transaction	3 April 2018	
f)	Place of the transaction	N/A	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Tim Bozik	
2	Reason for the notification		
a)	Position/status	President, Global Product	
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	Ordinary shares of 25 pence each in Pearson plc	
	Identification code	ISIN: GB0006776081	
b)	Nature of the transaction	Grant of restricted shares awarded under the Management Incentive Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)

		Purchase price: N/A	118,212
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 118,212 shares Aggregated price: N/A	
e)	Date of the transaction	3 April 2018	
f)	Place of the transaction	N/A	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Rod Bristow	
2	Reason for the notification		
a)	Position/status	President, Core Markets	
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 restricted shares awarded under the Management Incentive Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Purchase price: N/A	86,352
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 86,352 shares Aggregated price: N/A	

e)	Date of the transaction	3 April 2018
f)	Place of the transaction	N/A

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Kevin Capitani	
2	Reason for the notification		
a)	Position/status	President, North America	
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 restricted shares awarded under the Management Incentive Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Purchase price: N/A	97,121
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 97,121 shares Aggregated price: N/A	
e)	Date of the transaction	3 April 2018	
f)	Place of the transaction	N/A	

1	Details of the person discharging managerial responsibilities/person closely		
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	associated		
a)	Name	Giovanni Giovannelli	
2	Reason for the notification		
a)	Position/status	President Growth Markets	
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 restricted shares awarded under the Management Incentive Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Purchase price: N/A	109,958
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 109,958 shares Aggregated price: N/A	
e)	Date of the transaction	3 April 2018	
f)	Place of the transaction	N/A	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Bob Whelan	
2	Reason for the notification		
a)	Position/status	President, Pearson Assessments	

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 restricted shares awarded under the Management Incentive Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Purchase price: N/A	90,808
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 90,808 shares Aggregated price: N/A	
e)	Date of the transaction	3 April 2018	
f)	Place of the transaction	N/A	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Kate James	
2	Reason for the notification		
a)	Position/status	Chief Corporate Affairs and Global Marketing 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 restricted shares awarded under the Management Incentive Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Purchase price: N/A	92,459
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 92,459 shares Aggregated price: N/A	
e)	Date of the transaction	3 April 2018	
f)	Place of the transaction	N/A	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Bjarne Tellmann	
2	Reason for the notification		
a)	Position/status	General Counsel and Chief Legal 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	Ordinary shares of 25 pence each in Pearson plc	

	instrument Identification code	ISIN: GB0006776081	
b)	Nature of the transaction	Grant of restricted shares awarded under the Management Incentive Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Purchase price: N/A	84,204
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 84,204 shares Aggregated price: N/A	
e)	Date of the transaction	3 April 2018	
f)	Place of the transaction	N/A	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Jonathan Chocqueel-Mangan	
2	Reason for the notification		
a)	Position/status	Chief Strategy 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	Award of restricted shares under the Long-Term Incentive Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)

		Purchase price: N/A	16,552
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 16,552 shares Aggregated price: N/A	
e)	Date of the transaction	3 April 2018	
f)	Place of the transaction	N/A	