

PEARSON PLC
(the "Company")

Notification of Director and PDMRs' Interests

Below are details of purchases of ordinary shares of 25p each, made under the Company's Dividend Reinvestment Plan ("DRIP"), on the London Stock Exchange on 11 May 2018 and notified to the Company on 14 May 2018: -

Name of Director/PDMR	No. of Shares Purchased	Price per Share	Total Holding Following Notification
Lincoln Wallen	63	£9.235418	4,988
Roderick Bristow	697	£9.235418	54,870
Albert Hitchcock	793	£9.235418	62,454

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	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	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 Dividend Reinvestment Plan ("DRIP")	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Purchase price: £9.235418 per share	63
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 63 shares Aggregated price: £ 581.831334	
e)	Date of the transaction	11 May 2018	
f)	Place of the transaction	London Stock Exchange (XLON)	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Roderick 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	Purchase of shares arising from Company's Dividend Reinvestment Plan ("DRIP")	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Purchase price: £9.235418 per share	697
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 697 shares Aggregated price: £6437.086346	
e)	Date of the transaction	11 May 2018	
f)	Place of the transaction	London Stock Exchange (XLON)	

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 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 Dividend Reinvestment Plan ("DRIP")	
c)	Price(s) and volume(s)	Price(s)	Volume(s)

		Purchase price: £9.235418 per share	793
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 793 shares Aggregated price: £ 7323.686474	
e)	Date of the transaction	11 May 2018	
f)	Place of the transaction	London Stock Exchange (XLON)	