

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 14 September 2018 and notified to the Company on 17 September 2018: -

Name of Director/PDMR	No. of Shares Purchased	Price per Share	Total Holding Following Notification
Lincoln Wallen	35	£8.46938	5,475
Roderick Bristow	353	£8.46938	55,223
Albert Hitchcock	402	£8.46938	62,856

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: £8.46938 per share	35
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 35 shares Aggregated price: £ 296.4283	
e)	Date of the transaction	14 September 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: £8.46938 per share	353
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 353 shares Aggregated price: £2,989.69114	
e)	Date of the transaction	14 September 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 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: £8.46938 per share	402
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 402 shares Aggregated price: £ 3,404.69076	
e)	Date of the transaction	14 September 2018	
f)	Place of the transaction	London Stock Exchange (XLON)	