

**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 behalf of the Company's Chairman and Non-Executive Directors on 29 March 2018:

<b>Name of Director</b>	<b>No. of Shares Purchased</b>	<b>Price per Share</b>	<b>Total Holding Following Notification</b>
Elizabeth Corley	1,001	£7.55	9,067
Vivienne Cox	303	£7.55	5,566
Harish Manwani	2,156	£7.55	16,307
Tim Score	2,089	£7.55	19,374
Lincoln Wallen	502	£7.55	4,925

<b>Name of Director</b>	<b>No. of ADRs Purchased</b>	<b>Price per ADR</b>	<b>Total Holding Following Notification</b>
Joshua Lewis	415	\$10.52	11,448
Linda Lorimer	538	\$10.52	7,515
Michael Lynton	268	\$10.52	268
Sidney Taurel	2,918	\$10.52	81,595

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**

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Elizabeth Corley
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Non-Executive Director

b)	Initial notification /Amendment	Initial notification	
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	Pearson plc	
b)	LEI	2138004JBXWWJKIURC57	
<b>4</b>	<b>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</b>		
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: £7.55 per share	1,001
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 1,001 shares  Aggregated price: £7,557.55	
e)	Date of the transaction	29 March 2018	
f)	Place of the transaction	London Stock Exchange (XLON)	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name	Vivienne Cox	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Non-Executive Director	
b)	Initial notification /Amendment	Initial notification	
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		

a)	Name	Pearson plc	
b)	LEI	2138004JBXWWJKIURC57	
<b>4</b>	<b>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</b>		
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: £7.55 per share	303
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 303 shares  Aggregated price: £2,287.65	
e)	Date of the transaction	29 March 2018	
f)	Place of the transaction	London Stock Exchange (XLON)	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name	Harish Manwani	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Non-Executive Director	
b)	Initial notification /Amendment	Initial notification	
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	Pearson plc	
b)	LEI	2138004JBXWWJKIURC57	
<b>4</b>	<b>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</b>		

<b>where transactions have been conducted</b>			
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: £7.55 per share	2,156
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 2,156 shares  Aggregated price: £16,277.80	
e)	Date of the transaction	29 March 2018	
f)	Place of the transaction	London Stock Exchange (XLON)	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Tim Score
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Non-Executive Director
b)	Initial notification /Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	Pearson plc
b)	LEI	2138004JBXWWJKIURC57
<b>4</b>	<b>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</b>	
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 Non-Executive Directors' Share Purchase Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Purchase price: £7.55 per share	2,089
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 2,089 shares Aggregated price: £15,771.95	
e)	Date of the transaction	29 March 2018	
f)	Place of the transaction	London Stock Exchange (XLON)	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name	Lincoln Wallen	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Non-Executive Director	
b)	Initial notification /Amendment	Initial notification	
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	Pearson plc	
b)	LEI	2138004JBXWWJKIURC57	
<b>4</b>	<b>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</b>		
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: £7.55 per share	502
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 502 shares Aggregated price: £3,790.10	
e)	Date of the transaction	29 March 2018	
f)	Place of the transaction	London Stock Exchange (XLON)	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name	Joshua Lewis	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Non-Executive Director	
b)	Initial notification /Amendment	Initial notification	
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	Pearson plc	
b)	LEI	2138004JBXWWJKIURC57	
<b>4</b>	<b>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</b>		
a)	Description of the financial instrument, type of instrument	American Depositary Receipts (ADRs) in Pearson plc (each ADR represents one ordinary share of 25 pence in Pearson plc)	
	Identification code	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: \$10.52 per ADR	415
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 415 ADRs. Aggregated price: \$4,365.80	
e)	Date of the transaction	29 March 2018	
f)	Place of the transaction	New York Stock Exchange (XNYS)	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name	Linda Lorimer	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Non-Executive Director	
b)	Initial notification /Amendment	Initial notification	
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	Pearson plc	
b)	LEI	2138004JBXWWJKIURC57	
<b>4</b>	<b>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</b>		
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: \$10.52 per ADR	538
d)	Aggregated information	Aggregated volume: 538 ADRs.	

	- Aggregated volume - Price	Aggregated price: \$5,659.76
e)	Date of the transaction	29 March 2018
f)	Place of the transaction	New York Stock Exchange (XNYS)

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Michael Lynton
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Non-Executive Director
b)	Initial notification /Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	Pearson plc
b)	LEI	2138004JBXWWJKIURC57
<b>4</b>	<b>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</b>	
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: \$10.52 per ADR
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 268 ADRs.  Aggregated price: \$2,819.36
e)	Date of the transaction	29 March 2018

f)	Place of the transaction	New York Stock Exchange (XNYS)
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<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name	Sidney Taurel	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Chairman	
b)	Initial notification /Amendment	Initial notification	
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	Pearson plc	
b)	LEI	2138004JBXWWJKIURC57	
<b>4</b>	<b>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</b>		
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: \$10.52 per ADR	2,918
d)	Aggregated information  - Aggregated volume  - Price	Aggregated volume: 2,918 ADRs.  Aggregated price: \$30,697.36	
e)	Date of the transaction	29 March 2018	
f)	Place of the transaction	New York Stock Exchange (XNYS)	