

**PEARSON PLC**  
(the "Company")

**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	Albert Hitchcock	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Chief Technology & Operations Officer	
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	Acquisition of shares following exercise of options under the Company's three-year Worldwide Save for Shares (SAYE) Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Purchase price: £6.9440 per share	2,592 shares
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 2,592 shares Aggregated price: £17,998.85	
e)	Date of the transaction	14 August 2019	
f)	Place of the transaction	London Stock Exchange (XLON)	