

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 Chair and Non-Executive Directors on 28 June 2019:

Name of Director	No. of Shares Purchased	Price per Share*	Total Holding Following Notification
Elizabeth Corley	1,736	£8.16	16,681
Sherry Coutu	176	£8.16	176
Vivienne Cox	264	£8.16	6,805
Graeme Pitkethly	176	£8.16	176
Tim Score	2,625	£8.16	31,680
Lincoln Wallen	488	£8.16	7,422

Name of Director	No. of ADRs Purchased	Price per ADR*	Total Holding Following Notification
Joshua Lewis	400	\$10.41	13,291
Linda Lorimer	511	\$10.41	9,892
Michael Lynton	371	\$10.41	4,204
Sidney Taurel	3,298	\$10.41	95,814

* rounded to two decimal places.

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	Elizabeth Corley

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 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: £8.156000 per share	1,736
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 1,736 shares Aggregated price: £14,158.816	
e)	Date of the transaction	28 June 2019	
f)	Place of the transaction	London Stock Exchange (XLON)	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Sherry Coutu	
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 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: £8.156000 per share	176
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 176 shares Aggregated price: £1,435.456	
e)	Date of the transaction	28 June 2019	
f)	Place of the transaction	London Stock Exchange (XLON)	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Vivienne Cox	
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 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: £8.156000 per share	264
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 264 shares Aggregated price: £2,153.184	
e)	Date of the transaction	28 June 2019	
f)	Place of the transaction	London Stock Exchange (XLON)	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Graeme Pitkethly	
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	Ordinary shares of 25 pence each in Pearson plc	

	instrument 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: £8.156000 per share	176
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 176 shares Aggregated price: £1,435.456	
e)	Date of the transaction	28 June 2019	
f)	Place of the transaction	London Stock Exchange (XLON)	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Tim Score	
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 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: £8.156000 per share	2,625
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 2,625 shares Aggregated price: £21,409.50	
e)	Date of the transaction	28 June 2019	
f)	Place of the transaction	London Stock Exchange (XLON)	

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 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: £8.156000 per share	488
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 488 shares Aggregated price: £3,980.128	
e)	Date of the transaction	28 June 2019	
f)	Place of the transaction	London Stock Exchange (XLON)	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Joshua Lewis	
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 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: \$10.4095 per ADR	400
d)	Aggregated information	Aggregated volume: 400 ADRs.	

	- Aggregated volume - Price	Aggregated price: \$4,163.80
e)	Date of the transaction	28 June 2019
f)	Place of the transaction	New York Stock Exchange (XNYS)

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Linda Lorimer
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 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: \$10.4095 per ADR	511
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 511 ADRs. Aggregated price: \$5,319.25
e)	Date of the transaction	28 June 2019

f)	Place of the transaction	New York Stock Exchange (XNYS)
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1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Michael Lynton	
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 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: \$10.4095 per ADR	371
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 371 ADRs. Aggregated price: \$3,861.92	
e)	Date of the transaction	28 June 2019	
f)	Place of the transaction	New York Stock Exchange (XNYS)	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Sidney Taurel	
2	Reason for the notification		
a)	Position/status	Chair	
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	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: \$10.4095 per ADR	3,298
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 3,298 ADRs. Aggregated price: \$34,330.53	
e)	Date of the transaction	28 June 2019	
f)	Place of the transaction	New York Stock Exchange (XNYS)	