

PEARSON PLC
(the "Company")

Notification of transactions by persons discharging managerial responsibilities and/or persons closely associated with them

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	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 ADRs	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Purchase price: \$5.3793 per ADR	100,000 ADRs
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 100,000 ADRs Aggregated price: \$537,930.00	
e)	Date of the transaction	23 March 2020	
f)	Place of the transaction	New York Stock Exchange (XNYS)	