

**Pearson plc – (the “Company”)**

**Notification of PDMRs’ Interests**

**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	Tim Bozik	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	President, Global Product & North America Courseware	
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	Grant of share awards under the Company’s incentive plans	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Purchase price:  N/A	42,053
d)	Aggregated information  - Aggregated volume  - Price	Aggregated volume: 42,053 shares  Aggregated price: N/A	
e)	Date of the transaction	1 April 2020	
f)	Place of the transaction	N/A	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name	Rod Bristow	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	President, Pearson UK & Global Online Learning	
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	Grant of share awards under the Company's incentive plans	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Purchase price: N/A	36,099
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 36,099 shares Aggregated price: N/A	
e)	Date of the transaction	1 April 2020	
f)	Place of the transaction	N/A	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name	Giovanni Giovannelli	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	President, International	

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	Grant of share awards under the Company's incentive plans	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Purchase price: N/A	40,929
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 40,929 shares  Aggregated price: N/A	
e)	Date of the transaction	1 April 2020	
f)	Place of the transaction	N/A	

<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 and 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	Grant of share awards under the Company's incentive plans	Grant of share awards under the Company's incentive plans
c)	Price(s) and volume(s)	Price: N/A  Volume: 36,444	Price: N/A  Volume: 87,465
d)	Aggregated information  - Aggregated volume  - Price	Aggregated volume: 123,909  Aggregated price: N/A	
e)	Date of the transaction	1 April 2020	
f)	Place of the transaction	N/A	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name	Sally Johnson	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Deputy CFO	
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	Grant of share awards under the Company's incentive plans	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Purchase price: N/A	7,071
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 7,071 shares Aggregated price: N/A	
e)	Date of the transaction	1 April 2020	
f)	Place of the transaction	N/A	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name	Deirdre Latour	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Chief Corporate Affairs 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	Grant of share awards under the Company's incentive plans	Grant of share awards under the Company's incentive plans
c)	Price(s) and volume(s)	Purchase price: N/A  Volume: 26,163	Purchase price: N/A  Volume: 62,789
d)	Aggregated information	Aggregated volume: 88,952 shares	

	- Aggregated volume - Price	Aggregated price: N/A
e)	Date of the transaction	1 April 2020
f)	Place of the transaction	N/A

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Bjarne Tellmann
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Chief Legal Officer and General Counsel
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	Grant of share awards under the Company's incentive plans
c)	Price(s) and volume(s)	Price(s)
		Volume(s)
	Purchase price: N/A	29,958
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 29,958 shares  Aggregated price: N/A
e)	Date of the transaction	1 April 2020
f)	Place of the transaction	N/A

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name	Anna Vikström Persson	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Chief Human Resources 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	Grant of share awards under the Company's incentive plans	Grant of share awards under the Company's incentive plans
c)	Price(s) and volume(s)	Purchase price: N/A  Volume: 26,720	Purchase price: N/A  Volume: 64,126
d)	Aggregated information  - Aggregated volume  - Price	Aggregated volume: 90,846 shares  Aggregated price: N/A	
e)	Date of the transaction	1 April 2020	
f)	Place of the transaction	N/A	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name	Bob Whelan	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	President, Pearson Assessment	
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	Grant of share awards under the Company's incentive plans	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Purchase price: N/A	64,607
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 64,607 shares  Aggregated price: N/A	
e)	Date of the transaction	1 April 2020	
f)	Place of the transaction	N/A	