

PEARSON PLC
(the "Company")

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them

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| 1 | Details of the person discharging managerial responsibilities/person closely associated | | |
| a) | Name | Rod Bristow | |
| 2 | Reason for the notification | | |
| a) | Position/status | President, Pearson UK & Global Online Learning | |
| 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 | Grant of options under the Company's Save for Shares Plan over a three year savings period with an exercise price of £4.56 per share | |
| c) | Price(s) and volume(s) | Price(s) | Volume(s) |
| | | Purchase price: N/A | 3,947 (The Number of Options to be granted) |
| d) | Aggregated information - Aggregated volume - Price | Aggregated volume: 3,947 Options Aggregated price: N/A | |
| e) | Date of the transaction | 27 March 2020 | |
| f) | Place of the transaction | Outside a trading venue | |

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| 1 | Details of the person discharging managerial responsibilities/person closely associated | | |
| a) | Name | Albert Hitchcock | |
| 2 | Reason for the notification | | |
| a) | Position/status | Chief Technology and Operations Officer | |
| b) | Initial notification /Amendment | Initial notification | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | |
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| b) | LEI | 2138004JBXWWJKIURC57 | |
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| 1 | Details of the person discharging managerial responsibilities/person closely associated | |
| a) | Name | Anna Vikström Persson |

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| 2 | Reason for the notification | | |
| a) | Position/status | Chief Human Resources Officer | |
| 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 | |
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