

Pearson plc – (the “Company”)

Notification of PDMR Interests

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	Jonathan Chocqueel-Mangan	
2	Reason for the notification		
a)	Position/status	Chief Strategy 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	2138004JBXWWWJKIURC57	
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	Allotment of Ordinary shares following release of share award under the Long-term Incentive Plan and sale of shares to cover tax liabilities arising from the vesting share award	
c)	Price(s) and volume(s)	Allotment of Ordinary Shares following release of Long-Term Incentive Plan award	Sale of shares to cover tax liabilities
		Volume: 8,624 Price : n/a	Volume: 4,068 Price: £5.4994 per share Aggregated price: £22,372
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: see 4 (c) above Aggregated price: see 4 (c) above	
e)	Date of the transaction	31 March 2020	
f)	Place of the transaction	London Stock Exchange (XLON)	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Sally Johnson	
2	Reason for the notification		
a)	Position/status	Deputy CFO	
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	Allotment of Ordinary shares following release of share awards under the Company's Management Incentive Plan and sale of shares to cover tax liabilities arising from vesting share awards	
c)	Price(s) and volume(s)	Allotment of Ordinary Shares following release of Management Incentive Plan award	Sale of shares to cover tax liabilities
		Volume: 12,365 Price : n/a	Volume: 5,833 Price: £5.4994 per share Aggregated price: £32,078
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: see 4 (c) above Aggregated price: see 4 (c) above	
e)	Date of the transaction	31 March 2020	
f)	Place of the transaction	London Stock Exchange (XLON)	