

**PEARSON PLC**  
**(the "Company")**

**Notification of Directors' and PDMRs' Interests**

The following notifications, made in accordance with the requirements of the EU Market Abuse Regulation, give details of purchases of ordinary shares of 25p each, made under the Company's Dividend Reinvestment Plan ("DRIP").

**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   | Lincoln Wallen  |           |
| <b>2</b> | <b>Reason for the notification</b>   |   |           |
| a)       | Position/status  | Non-executive Director  |           |
| 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<br><br>Identification code   | Ordinary shares of 25 pence each in Pearson plc<br><br>ISIN: GB0006776081     |           |
| b)       | Nature of the transaction  | Purchase of shares arising from Company's Dividend Reinvestment Plan ("DRIP") |           |
| c)       | Price(s) and volume(s)   | Price(s)  | Volume(s) |
|          |  | £4.467854 per share   | 257       |
| d)       | Aggregated information<br><br>- Aggregated volume<br><br>- Price   | Aggregated volume: 257 shares<br><br>Aggregated price: £1,148.23              |           |

|    |                          |                              |
|----|--------------------------|------------------------------|
| e) | Date of the transaction  | 07 May 2020                  |
| f) | Place of the transaction | London Stock Exchange (XLON) |

|          |  |   |           |
|----------|--|---|-----------|
| <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, 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<br><br>Identification code   | Ordinary shares of 25 pence each in Pearson plc<br><br>ISIN: GB0006776081     |           |
| b)       | Nature of the transaction  | Purchase of shares arising from Company's Dividend Reinvestment Plan ("DRIP") |           |
| c)       | Price(s) and volume(s)   | Price(s)  | Volume(s) |
|          |  | (i) £4.467854 per share   | 1797      |
|          |  | (ii) £4.63257 per share   | 1212      |
| d)       | Aggregated information<br><br>- Aggregated volume  | Aggregated volume: 3009 shares<br><br>Aggregated price: £13,643.40            |           |

|    |                          |                                     |
|----|--------------------------|-------------------------------------|
|    | - Price                  |                                     |
| e) | Date of the transaction  | (i) 07 May 2020<br>(ii) 11 May 2020 |
| f) | Place of the transaction | London Stock Exchange (XLON)        |

|          |  |   |           |
|----------|--|---|-----------|
| <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<br><br>Identification code   | Ordinary shares of 25 pence each in Pearson plc<br><br>ISIN: GB0006776081     |           |
| b)       | Nature of the transaction  | Purchase of shares arising from Company's Dividend Reinvestment Plan ("DRIP") |           |
| c)       | Price(s) and volume(s)   | Price(s)  | Volume(s) |
|          |  | (i) £4.467854 per share   | 1996      |
|          |  | (ii) £4.63257 per share   | 1347      |
| d)       | Aggregated information<br><br>- Aggregated volume  | Aggregated volume: 3343. shares<br><br>Aggregated price: £15,157.90           |           |

|    |                          |                              |
|----|--------------------------|------------------------------|
|    | - Price                  |                              |
| e) | Date of the transaction  | 07 May 2020                  |
| f) | Place of the transaction | London Stock Exchange (XLON) |

|          |  |   |
|----------|--|---|
| <b>1</b> | <b>Details of the person discharging managerial responsibilities/person closely associated</b>   |   |
| a)       | Name   | John Fallon   |
| <b>2</b> | <b>Reason for the notification</b>   |   |
| a)       | Position/status  | Chief Executive   |
| 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<br><br>Identification code   | Ordinary shares of 25 pence each in Pearson plc<br><br>ISIN: GB0006776081         |
| b)       | Nature of the transaction  | Purchase of shares arising from Company's Dividend Reinvestment Plan ("DRIP")     |
| c)       | Price(s) and volume(s)   | Price(s)  |
|          |  | Volume(s)   |
|          |  | £4.63257 per share  |
|          |  | 2044  |
| d)       | Aggregated information<br>- Aggregated volume<br>- Price   | Aggregated volume: 2044 shares<br><br>Aggregated price: £9,468.97<br><br>£4.63257 |
| e)       | Date of the transaction  | 07 May 2020   |
| f)       | Place of the transaction   | London Stock Exchange (XLON)  |

|          |  |   |           |
|----------|--|---|-----------|
| <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<br><br>Identification code   | Ordinary shares of 25 pence each in Pearson plc<br><br>ISIN: GB0006776081         |           |
| b)       | Nature of the transaction  | Purchase of shares arising from Company's Dividend Reinvestment Plan ("DRIP")     |           |
| c)       | Price(s) and volume(s)   | Price(s)  | Volume(s) |
|          |  | £4.63257 per share  | 1163      |
| d)       | Aggregated information<br>- Aggregated volume<br>- Price   | Aggregated volume: 1163 shares<br><br>Aggregated price: £5,387.67<br><br>£4.63257 |           |
| e)       | Date of the transaction  | 07 May 2020   |           |
| f)       | Place of the transaction   | London Stock Exchange (XLON)  |           |

|          |  |               |  |
|----------|--|---------------|--|
| <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  | Chief Financial 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<br><br>Identification code   | Ordinary shares of 25 pence each in Pearson plc<br><br>ISIN: GB0006776081         |           |
| b)       | Nature of the transaction  | Purchase of shares arising from Company's Dividend Reinvestment Plan ("DRIP")     |           |
| c)       | Price(s) and volume(s)   | Price(s)  | Volume(s) |
|          |  | £4.467854 per share   | 274       |
| d)       | Aggregated information<br><br>- Aggregated volume<br><br>- Price   | Aggregated volume: 274 shares<br><br>Aggregated price: £1224.192<br><br>£4.467854 |           |
| e)       | Date of the transaction  | 07 May 2020   |           |
| f)       | Place of the transaction   | London Stock Exchange (XLON)  |           |