

PEARSON PLC
(the "Company")

Notification of Director and PDMRs' Interests

Below are details of purchases (made under the Company's Non-Executive Directors' Share Purchase Plan) of Pearson plc ordinary shares of 25p each and American Depositary Receipts (ADRs) made on the London and New York Stock Exchanges on behalf of the Company's Chair and Non-Executive Directors on 30 June 2020:

| Name of Director | No. of Shares Purchased | Price per Share* | Total Holding Following Notification |
|-------------------------|--------------------------------|-------------------------|---|
| Elizabeth Corley | 2,606 | £5.80 | 27,385 |
| Sherry Coutu | 405 | £5.80 | 3,953 |
| Vivienne Cox | 402 | £5.80 | 8,216 |
| Graeme Pitkethly | 529 | £5.80 | 1,688 |
| Tim Score | 2,186 | £5.80 | 43,901 |
| Lincoln Wallen | 618 | £5.80 | 10,147 |

| Name of Director | No. of ADRs Purchased | Price per ADR* | Total Holding Following Notification |
|-------------------------|------------------------------|-----------------------|---|
| Andy Bird | 612 | \$7.14 | 612 |
| Linda Lorimer | 688 | \$7.14 | 12,510 |
| Michael Lynton | 2,335 | \$7.14 | 13,822 |
| Sidney Taurel | 4,880 | \$7.14 | 213,156 |

* rounded to two decimal places.

The following notifications, made in accordance with the requirements of the EU Market Abuse Regulation, give further detail.

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 | |
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| a) | Name | Elizabeth Corley |

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| 2 | Reason for the notification | | |
| a) | Position/status | Non-Executive Director | |
| 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 | Purchase of shares arising from Company's Non-Executive Directors' Share Purchase Plan | |
| c) | Price(s) and volume(s) | Price(s) | Volume(s) |
| | | Purchase price: £5.8020 per share | 2,606 |
| d) | Aggregated information - Aggregated volume - Price | Aggregated volume: 2,606 shares Aggregated price: £15,120.01 | |
| e) | Date of the transaction | 30 June 2020 | |
| f) | Place of the transaction | London Stock Exchange (XLON) | |

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| 1 | Details of the person discharging managerial responsibilities/person closely associated | | |
| a) | Name | Sherry Coutu | |
| 2 | Reason for the notification | | |
| a) | Position/status | Non-Executive Director | |
| b) | Initial notification /Amendment | Initial notification | |

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| 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 | Purchase of shares arising from Company's Non-Executive Directors' Share Purchase Plan | |
| c) | Price(s) and volume(s) | Price(s) | Volume(s) |
| | | Purchase price: £5.8020 per share | 405 |
| d) | Aggregated information - Aggregated volume - Price | Aggregated volume: 405 shares Aggregated price: £2,349.81 | |
| e) | Date of the transaction | 30 June 2020 | |
| f) | Place of the transaction | London Stock Exchange (XLON) | |

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|----------|--|------------------------|--|
| 1 | Details of the person discharging managerial responsibilities/person closely associated | | |
| a) | Name | Vivienne Cox | |
| 2 | Reason for the notification | | |
| a) | Position/status | Non-Executive Director | |
| 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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| 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 | Purchase of shares arising from Company's Non-Executive Directors' Share Purchase Plan | |
| c) | Price(s) and volume(s) | Price(s) | Volume(s) |
| | | Purchase price: £5.8020 per share | 402 |
| d) | Aggregated information - Aggregated volume - Price | Aggregated volume: 402 shares Aggregated price: £2,332.40 | |
| e) | Date of the transaction | 30 June 2020 | |
| f) | Place of the transaction | London Stock Exchange (XLON) | |

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| 1 | Details of the person discharging managerial responsibilities/person closely associated | | |
| a) | Name | Graeme Pitkethly | |
| 2 | Reason for the notification | | |
| a) | Position/status | Non-Executive Director | |
| 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 | Ordinary shares of 25 pence each in Pearson plc | |

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|----|--|--|-----------|
| | instrument Identification code | ISIN: GB0006776081 | |
| b) | Nature of the transaction | Purchase of shares arising from Company's Non-Executive Directors' Share Purchase Plan | |
| c) | Price(s) and volume(s) | Price(s) | Volume(s) |
| | | Purchase price: £5.8020 per share | 529 |
| d) | Aggregated information - Aggregated volume - Price | Aggregated volume: 529 shares Aggregated price: £3,069.26 | |
| e) | Date of the transaction | 30 June 2020 | |
| f) | Place of the transaction | London Stock Exchange (XLON) | |

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| 1 | Details of the person discharging managerial responsibilities/person closely associated | | |
| a) | Name | Tim Score | |
| 2 | Reason for the notification | | |
| a) | Position/status | Non-Executive Director | |
| 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 | |

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|----|--|--|-----------|
| b) | Nature of the transaction | Purchase of shares arising from Company's Non-Executive Directors' Share Purchase Plan | |
| c) | Price(s) and volume(s) | Price(s) | Volume(s) |
| | | Purchase price: £5.8020 per share | 2,186 |
| d) | Aggregated information - Aggregated volume - Price | Aggregated volume: 2,186 shares Aggregated price: £12,683.17 | |
| e) | Date of the transaction | 30 June 2020 | |
| f) | Place of the transaction | London Stock Exchange (XLON) | |

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| 1 | Details of the person discharging managerial responsibilities/person closely associated | | |
| a) | Name | Lincoln Wallen | |
| 2 | Reason for the notification | | |
| a) | Position/status | Non-Executive Director | |
| 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 | Purchase of shares arising from Company's Non-Executive Directors' Share Purchase Plan | |
| c) | Price(s) and volume(s) | Price(s) | Volume(s) |

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| | | Purchase price: £5.8020 per share | 618 |
| d) | Aggregated information - Aggregated volume - Price | Aggregated volume: 618 shares Aggregated price: £3,585.64 | |
| e) | Date of the transaction | 30 June 2020 | |
| f) | Place of the transaction | London Stock Exchange (XLON) | |

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| 1 | Details of the person discharging managerial responsibilities/person closely associated | | |
| a) | Name | Andy Bird | |
| 2 | Reason for the notification | | |
| a) | Position/status | Non-Executive Director | |
| 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 | American Depositary Receipts (ADRs) in Pearson plc (each ADR represents one ordinary share of 25 pence in Pearson plc) ISIN: US7050151056 | |
| b) | Nature of the transaction | Purchase of shares arising from Company's Non-Executive Directors' Share Purchase Plan | |
| c) | Price(s) and volume(s) | Price(s) | Volume(s) |
| | | Purchase price: \$7.1395 per ADR | 612 |
| d) | Aggregated information | Aggregated volume: 612 ADRs | |

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| | - Aggregated volume - Price | Aggregated price: \$4,369.37 |
| e) | Date of the transaction | 30 June 2020 |
| f) | Place of the transaction | New York Stock Exchange (XNYS) |

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| 1 | Details of the person discharging managerial responsibilities/person closely associated | |
| a) | Name | Linda Lorimer |
| 2 | Reason for the notification | |
| a) | Position/status | Non-Executive Director |
| 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 | 2138004JBXWWJJKIURC57 |
| 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 | American Depositary Receipts (ADRs) in Pearson plc (each ADR represents one ordinary share of 25 pence in Pearson plc) ISIN: US7050151056 |
| b) | Nature of the transaction | Purchase of shares arising from Company's Non-Executive Directors' Share Purchase Plan |
| c) | Price(s) and volume(s) | Price(s) |
| | | Volume(s) |
| | | Purchase price: \$7.1395 per ADR |
| d) | Aggregated information | Aggregated volume: 688 ADRs |
| | - Aggregated volume | Aggregated price: \$4,911.98 |
| | - Price | |
| e) | Date of the transaction | 30 June 2020 |

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| f) | Place of the transaction | New York Stock Exchange (XNYS) |
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| 1 | Details of the person discharging managerial responsibilities/person closely associated | | |
| a) | Name | Michael Lynton | |
| 2 | Reason for the notification | | |
| a) | Position/status | Non-Executive Director | |
| 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 | American Depositary Receipts (ADRs) in Pearson plc (each ADR represents one ordinary share of 25 pence in Pearson plc) ISIN: US7050151056 | |
| b) | Nature of the transaction | Purchase of shares arising from Company's Non-Executive Directors' Share Purchase Plan | |
| c) | Price(s) and volume(s) | Price(s) | Volume(s) |
| | | Purchase price: \$7.1395 per ADR | 2,335 |
| d) | Aggregated information - Aggregated volume - Price | Aggregated volume: 2,335 ADRs Aggregated price: \$16,670.73 | |
| e) | Date of the transaction | 30 June 2020 | |
| f) | Place of the transaction | New York Stock Exchange (XNYS) | |

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| 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 shares arising from Company's Non-Executive Directors' Share Purchase Plan | |
| c) | Price(s) and volume(s) | Price(s) | Volume(s) |
| | | Purchase price: \$7.1395 per ADR | 4,880 |
| d) | Aggregated information | Aggregated volume: 4,880 ADRs | |
| | - Aggregated volume | Aggregated price: \$34,840.76 | |
| | - Price | | |
| e) | Date of the transaction | 30 June 2020 | |
| f) | Place of the transaction | New York Stock Exchange (XNYS) | |