

**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	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  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 Dividend Reinvestment Plan ("DRIP")	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		(i) £4.883739 per share	752
		(ii) £4.892991 per share	524

d)	Aggregated information - Aggregated volume - Price	Aggregated volume:  (i) 752 shares  (ii) 524 shares  Aggregated price:  (i) £3,672.57  (ii) £2,563.93
e)	Date of the transaction	(i) 21 September 2020  (ii) 22 September 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  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 Dividend Reinvestment Plan ("DRIP")	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£4.892991 per share	1,488 shares

d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 1,488 shares  Aggregated price: £7,280.77
e)	Date of the transaction	22 September 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  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 Dividend Reinvestment Plan ("DRIP")
c)	Price(s) and volume(s)	Price(s)
		Volume(s)
		£4.892991 per share
		503
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 503 shares  Aggregated price: £2,461.17
e)	Date of the transaction	22 September 2020

f)	Place of the transaction	London Stock Exchange (XLON)
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<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	Purchase of shares arising from Company's Dividend Reinvestment Plan ("DRIP")	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		(i) £4.883739 per share	836
		(ii) £4.892991 per share	583
d)	Aggregated information  - Aggregated volume  - Price	Aggregated volume:  (i) 836 shares  (ii) 583 shares  Aggregated price:  (i) £4,082.81  (ii) £2,852.61	
e)	Date of the transaction	(i) 21 September 2020	
		(ii) 22 September 2020	

f)	Place of the transaction	London Stock Exchange (XLON)
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<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  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 Dividend Reinvestment Plan ("DRIP")	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£4.883739 per share	274
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 141 shares  Aggregated price: £688.61	
e)	Date of the transaction	21 September 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>	
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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	2138004JBXWWJJIURC57	
<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	Purchase of shares arising from Company's Dividend Reinvestment Plan ("DRIP")	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£4.883739 per share	123
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 123 shares  Aggregated price: £600.70	
e)	Date of the transaction	21 September 2020	
f)	Place of the transaction	London Stock Exchange (XLON)	