

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	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		
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 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: 44,162 Price : n/a	Volume: 20,830 Price: £5.4834 per share Aggregated price: £114,219.22
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: see 4 (c) above Aggregated price: see 4 (c) above	
e)	Date of the transaction	1 October 2020	
f)	Place of the transaction	London Stock Exchange (XLON)	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Anna Vikström Persson	
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	
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: 32,378 Price : n/a	Volume: 15,272 Price: £5.4834 per share Aggregated price: £83,742.48
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: see 4 (c) above Aggregated price: see 4 (c) above	
e)	Date of the transaction	1 October 2020	
f)	Place of the transaction	London Stock Exchange (XLON)	