

PEARSON STRATEGY ANIMATION - NARRATIVE SCRIPT V 1.23.17

We believe that learning is key to a better future. But the costs of education are rising, and not everyone is receiving high quality education.

For example:

250 million children are in elementary school but not learning

750 million adults are illiterate

500 million young people and adults are out of work

And yet 40% of employers can't find qualified candidates to fill open positions

These are some of the world's biggest challenges, and we're working together with others to help solve them.

Our mission is **to help people make progress in their lives through learning.**

Our strategy is to combine our world-class capabilities in **content** and **assessment** with technology and services, to help achieve better outcomes.

There are three ways we'll apply our strategy.

One. We'll be a trusted partner by living our values, investing in our communities, and putting sustainability at the heart of our business. We'll also share our knowledge and research.

Two. We'll reach more learners by innovating and collaborating and equipping them with the skills and qualifications they need for employment. We're committed to making education more affordable and more effective for far more people.

Three. We'll build a sustainable business by focusing on fewer, bigger opportunities and investing in better digital experiences.

We're making Pearson more nimble, which will mean better outcomes for learners and stronger financial returns for shareholders.

By delivering on our strategy, we'll deliver on our mission. **Because wherever learning flourishes, so do people.**