

## **Our goal...**

More effective teaching & personalised learning at scale

through our world class capabilities in CONTENT and ASSESSMENT

powered by services and technology

## **In 2016...**

£700m+  
investment in digital transformation

68%  
of revenues from digital & services

-£275m  
costs taken out of the business

Supporting new product ideas helping make Pearson smarter

Reporting on the learning outcomes powered by our products  
means they are now more effective

Migrating to fewer simpler platforms  
to create efficiency

Building a stronger simpler Pearson brand

Digital services supporting a new generation of personalised learning

Analytics improving our products

Insights empowering students and teachers

Our partnership with IBM will make online learning more immersive  
with a virtual tutor

Our partnership with Kings College London  
making learning more accessible

Daily contact with more educators and students than any other commercial organisation in the world  
making Pearson more connected

## **We're moving closer to achieving our ambitions...**

reaching more learners

driving economic growth

reducing inequality

and helping people make progress in their lives through learning