

PEARSON PLC  
Form 6-K  
October 02, 2017

UNITED STATES

SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

FORM 6-K

REPORT OF FOREIGN PRIVATE ISSUER  
PURSUANT TO RULE 13a-16 OR 15d-16 UNDER  
THE SECURITIES EXCHANGE ACT OF 1934

For the month of October 2017

PEARSON plc  
(Exact name of registrant as specified in its charter)

N/A

(Translation of registrant's name into English)

80 Strand  
London, England WC2R 0RL  
44-20-7010-2000  
(Address of principal executive office)

Indicate by check mark whether the Registrant files or will file annual reports  
under cover of Form 20-F or Form 40-F:

Form 20-F  X

Form 40-F

Indicate by check mark whether the Registrant by furnishing the information  
contained in this Form is also thereby furnishing the information to the  
Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934

Yes No X

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 Chairman and Non-Executive Directors on 29 September 2017: -

Name of Director	No. of Shares Purchased	Price per Share	Total Holding Following Notification
Elizabeth Corley	1,111	£6.04	7,039
Vivienne Cox	346	£6.04	4,952
Harish Manwani	2,349	£6.04	11,993
Tim Score	2,610	£6.04	15,144
Lincoln Wallen	671	£6.04	3,873

Name of Director	No. of ADRs Purchased	Price per ADR	Total Holding Following Notification
Joshua Lewis	496	\$8.16	10,606
Linda Lorimer	651	\$8.16	6,415
Sidney Taurel	3,528	\$8.16	75,632

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
  - a) Name Elizabeth Corley
- 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 2138004JBXWWJJIURC57
- 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 Ordinary shares of 25 pence each in Pearson plc
  - Identification code ISIN: GB0006776081
  - b) Nature of the transaction Purchase of shares arising from Company's Non-Executive

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Directors' Share Purchase Plan

Price(s) Volume(s)

Purchase price: £6.04 1,111  
per share

Aggregated volume: 1,111 shares

Aggregated price: £6,710.44

29 September 2017

London Stock Exchange (XLON)

c) Price(s) and volume(s)

Aggregated information

d) - Aggregated volume

- Price

e) Date of the transaction

f) Place of the transaction

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

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

Ordinary shares of 25 pence each in

a) Description of the financial instrument, type of instrument

Pearson plc

Identification code

ISIN: GB0006776081

Purchase of shares arising from

Company's Non-Executive

Directors' Share Purchase Plan

Price(s) Volume(s)

Purchase price: £6.04 346  
per share

c) Price(s) and volume(s)

Aggregated information

d) - Aggregated volume

- Price

Aggregated volume: 346 shares

Aggregated price: £2,089.84

e) Date of the transaction

29 September 2017

f) Place of the transaction

London Stock Exchange (XLON)

1 Details of the person discharging managerial responsibilities/person closely associated

a) Name

Harish Manwani

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

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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) Aggregated information	Price(s) Volume(s) Purchase price: £ 6.04 per share 2,349
d)	- Aggregated volume - Price	Aggregated volume: 2,349 shares Aggregated price: £ 14,187.96
e)	Date of the transaction	29 September 2017
f)	Place of the transaction	London Stock Exchange (XLON)

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
b)	Nature of the transaction	Purchase of shares arising from Company's Non-Executive Directors' Share Purchase Plan
c)	Price(s) and volume(s) Aggregated information	Price(s) Volume(s) Purchase price: £ 6.04 per share 2,610
d)	- Aggregated volume - Price	Aggregated volume: 2,610 shares Aggregated price: £ 15,764.40
e)	Date of the transaction	29 September 2017
f)	Place of the transaction	London Stock Exchange (XLON)

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



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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	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: \$8.16 per ADR 651
Aggregated information	
d) - Aggregated volume	Aggregated volume: 651 ADRs.
- Price	Aggregated price: \$ 5,312.09
e) Date of the transaction	29 September 2017
f) Place of the transaction	New York Stock Exchange (XNYS)

1 Details of the person discharging managerial responsibilities/person closely associated	
a) Name	Sidney Taurel
2 Reason for the notification	
a) Position/status	Chairman
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: \$8.16 per ADR 3,528
Aggregated information	
d) - Aggregated volume	Aggregated volume: 3,528 ADRs.
- Price	Aggregated price: \$ 28,788.13
e) Date of the transaction	29 September 2017
f) Place of the transaction	New York Stock Exchange (XNYS)

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

PEARSON plc

Date: 02 October 2017

By: /s/ NATALIE WHITE

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Natalie White  
Deputy Company Secretary