

PEARSON PLC  
Form 6-K  
April 03, 2018

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 April 2018

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 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 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 Grant of options under the Company's Worldwide Save for Shares Plan over a three year savings period with an exercise price of £5.80 per share

c) Price(s) and volume(s)  
Price(s) Volume(s)  
Purchase price: 3,103 (The Number of Options to be granted)  
N/A

d) Aggregated information  
- Aggregated volume Aggregated volume: 3,103 Options  
- Price Aggregated price: N/A

e) Date of the transaction 29 March 2018

f) Place of the transaction Outside a trading venue

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: 03 April 2018

By: /s/ NATALIE WHITE

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Natalie White  
Deputy Company Secretary