

PEARSON PLC
Form 6-K
October 03, 2016

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 2016

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 30 September 2016 and notified to the Company on 30 September 2016: -

| Name of Director | No. of Shares Purchased | Percentage of Issued Stock | Price per Share | Total Holding Following Notification | Total Percentage Following Notification |
|------------------|-------------------------|----------------------------|-----------------|--------------------------------------|---|
| Elizabeth Corley | 685 | 0.00008% | £7.37 | 3,216 | 0.00039% |
| Vivienne Cox | 289 | 0.00004% | £7.37 | 3,700 | 0.00045% |
| Harish Manwani | 399 | 0.00005% | £7.37 | 3,682 | 0.00045% |
| Tim Score | 2,064 | 0.00025% | £7.37 | 6,128 | 0.00075% |
| Lincoln Wallen | 526 | 0.00006% | £7.37 | 1,428 | 0.00017% |
| Name of Director | No. of ADRs Purchased | Percentage of Issued Stock | Price per ADR | Total Holding Following Notification | Total Percentage Following Notification |
| Joshua Lewis | 395 | 0.00005% | \$9.89 | 8,814 | 0.00107% |

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| | | | | | |
|---------------|-----|----------|--------|-------|----------|
| Linda Lorimer | 394 | 0.00005% | \$9.89 | 3,743 | 0.00046% |
|---------------|-----|----------|--------|-------|----------|

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 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 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 Directors' Share Purchase Plan

| c) Price(s) and volume(s) | Price(s) | Volume(s) |
|---------------------------|---------------------------------|-----------|
| | Purchase price: £7.37 per share | 685 |

d) Aggregated information
 - Aggregated volume Aggregated volume: 685 shares
 - Price Aggregated price: £5,048.45

e) Date of the transaction 30 September 2016

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- f) Place of the transaction London Stock Exchange (XLON)
- 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
- 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 Directors' Share Purchase Plan
- c) Price(s) and volume(s)
- | | Price(s) | Volume(s) |
|--|---------------------------------|-----------|
| | Purchase price: £7.37 per share | 289 |
- d) Aggregated information
- | | |
|---------------------|-------------------------------|
| - Aggregated volume | Aggregated volume: 289 shares |
| - Price | Aggregated price: £2,129.93 |
- e) Date of the transaction 30 September 2016
- f) Place of the transaction London Stock Exchange (XLON)

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

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- 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
- 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 Directors' Share Purchase Plan
- c) Price(s) and volume(s)
- | | Price(s) | Volume(s) |
|--|---------------------------------|-----------|
| | Purchase price: £7.37 per share | 399 |
- d) Aggregated information
 - Aggregated volume Aggregated volume: 399 shares
 - Price Aggregated price: £2,940.63
- e) Date of the transaction 30 September 2016
- 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

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- 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 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 Directors' Share Purchase Plan
- | | Price(s) | Volume(s) |
|---------------------------|---------------------------------|-----------|
| c) Price(s) and volume(s) | Purchase price: £7.37 per share | 2,064 |
- d) Aggregated information
- Aggregated volume Aggregated volume: 2,064 shares
- Price Aggregated price: £15,211.68
- e) Date of the transaction 30 September 2016
- 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

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| | | |
|---------|---|--|
| 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 | 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 Directors' Share Purchase Plan |
| | | Price(s) Volume(s) |
| c) | Price(s) and volume(s) | Purchase price: £7.37 per share 526 |
| | Aggregated information | |
| d) | - Aggregated volume | Aggregated volume: 526 shares |
| | - Price | Aggregated price: £3,876.62 |
| e) | Date of the transaction | 30 September 2016 |
| f) | Place of the transaction | London Stock Exchange (XLON) |

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

a) Name Joshua Lewis

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 | American Depositary Receipts (ADRs) in Pearson plc (each ADR represents one ordinary share of 25 pence in Pearson plc) 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: \$9.89 per ADR | 395 |
| d) | Aggregated information - Aggregated volume - Price | Aggregated volume: 395 ADRs. Aggregated price: \$3,906.55 | |
| e) | Date of the transaction | 30 September 2016 | |
| f) | Place of the transaction | New York Stock Exchange (XNYS) | |

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

a) Name Linda Lorimer

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 American Depositary Receipts (ADRs) in
Pearson plc (each ADR represents one
ordinary share of 25 pence in Pearson plc)
ISIN: US7050151056

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| | | |
|---|--|-----------|
| b) Nature of the transaction | Purchase of shares arising from Company's Non-Executive Directors' Share Purchase Plan | |
| | Price(s) | Volume(s) |
| c) Price(s) and volume(s) | Purchase price: \$9.89 per ADR 394 | |
| d) - Aggregated information - Aggregated volume - Price | Aggregated volume: 394 ADRs. Aggregated price: \$3,896.66 | |
| e) Date of the transaction | 30 September 2016 | |
| 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: 03 October 2016

By: /s/ NATALIE DALE

Natalie Dale
Deputy Company Secretary