



COMPANY		
Country	United Kingdom	
Number of Employees	36,317	
Web	www.pearson.com	
SHARE		
Market cap (mil)	8,977	
Currency	GBp	
High 52 week	1,216.00	
Low 52 week	921.00	
Last Price	1,102.00	
KEY DATA		
	2010	2011E
Sales (mil)	5,663	5,881
EPS	1.62	.8
P/E Ratio	17.09	13.81
Source: Bloomberg / September 01, 2011		

## COMPANY DESCRIPTION

Headquartered in London, Pearson Plc, is an international education and media company. Under its Pearson Education division, it provides educational materials, technologies, assessments and other services, including test development, and scoring to educational institutions, corporations and professional bodies. The Penguin group publishes fiction and nonfiction titles. Through its Financial Times group, it offers business and financial news, data analysis and related services in print and online to the international business community. As of December, 2010, it employed about 36,000 people, with operations in more than 70 countries. In FY 2010, the above three divisions contributed 74%, 19%, and 7% to the company's revenues respectively. To meet its strategic goal of international expansion, with particular emphasis on selected fast-growing markets, Pearson increased its stake in India based TutorVista to 76%, in January 2011 for USD 127 million. Also in 2011, Pearson announced the acquisition of Germany's Stark Holding, and Schoolnet, a US based education technology company.

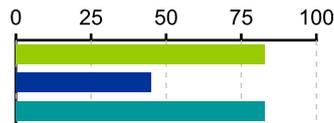


## SUSTAINABILITY PERFORMANCE

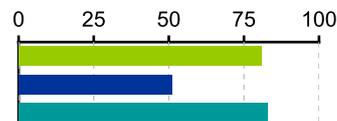
Pearson continues to prove that it is a sustainability frontrunner amongst media companies and has, for the fifth consecutive year, confirmed its position as the sustainability leader of the sector. The company shows that it is possible to successfully integrate sustainability into business decisions and is a leading example when it comes to effective engagement with external stakeholders, something that is crucial in the media sector. Pearson shows outstanding performance across all three dimensions, especially regarding material issues for the publishing sector such as transparency of lobbying activities, ethical guidelines for advertising and ethical conduct. Pearson met its climate neutrality commitment by the end of 2009 and this work now continues to include its newly acquired businesses. Further, the company has multiple measures in place to retain and attract a talented workforce, which is key in order to stay competitive in the media sector. This is done through well-defined skill mapping and development processes together with a well-structured compensation system.

## SUSTAINABILITY SCORES

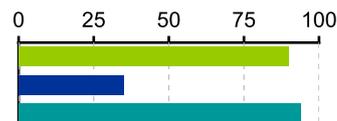
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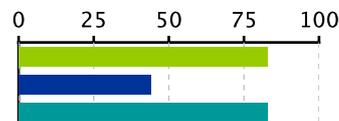
### Economic Dimension



### Environmental Dimension



### Social Dimension



■ Pearson PLC  
■ DJSI sector average score  
■ Best company within sector

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"Corporate Sustainability is a business approach to create long-term shareholder value by embracing opportunities and managing risks deriving from economic, environmental and social developments."

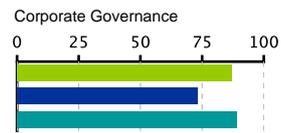
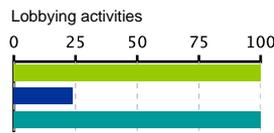
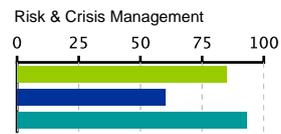
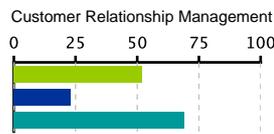
## INDUSTRY DRIVERS

The heterogeneous and competitive publishing sector is becoming increasingly dependent on emerging technologies as a key driver; digitalizing and electronic presentation of content is more important than ever before. New technologies, together with innovative thinking, content and channel management are all important drivers when it comes to opening up new markets and creating new opportunities. Furthermore, companies that invest consistently in retaining a talented, creative and motivated workforce together with producing unique, valuable and dynamic publishing content will be the frontrunners. Developing economies, where literacy levels are increasing, are yet another driver for the industry and present huge market and growth potential over the coming years. Social aspects such as non-discrimination of the workforce and cultural sensitivity toward clients and communities remain at the center of public attention and scrutiny. Given the power of media companies to shape public opinion, accountability, transparency and ethical ways of advertising are also important aspects.

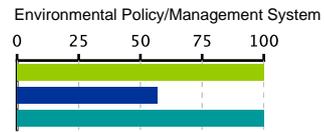
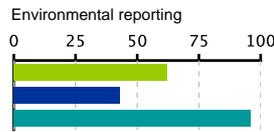


## COMPANY PERFORMANCE FOR SELECTED CRITERIA

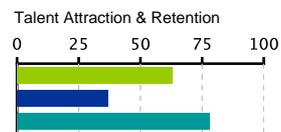
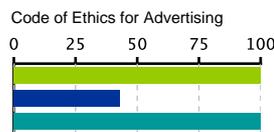
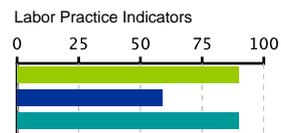
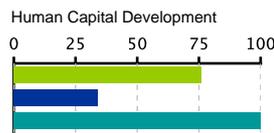
### Economic Dimension



### Environmental Dimension



### Social Dimension



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