



COMPANY

Country	United Kingdom
Number of Employees	32'203
Web	www.pearson.com

Share

Market cap (mil)	6'258
Currency	GBp
High 52 week	925.0
Low 52 week	730.0
Last Price	775.0

Key Data 2006 2007E

Sales (mil)	4'137	4'238
EPS	0.43	0.48
P/E Ratio	13.96	17.98

Source: Bloomberg / August 13, 2007

Sales in

Alcohol	No
Armaments	No
Firearms	No
Tobacco	No
Gambling	No

Source: ISS, SAM Research

COMPANY DESCRIPTION

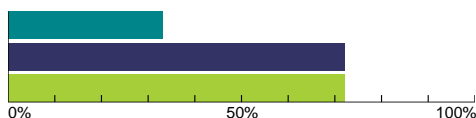
Pearson Plc (Pearson) is a major international provider of business news and financial information as well as one of the world's leading educational publishers. Its principal activities are divided into three divisions: Financial Times Group (19% of revenues) provides business information, analysis and services, and publishes specialist information on the retail, personal and institutional finance industries; Penguin Group (21% of revenues) publishes fiction and non-fiction titles, literary prizewinners and commercial blockbusters on subjects ranging from history and science to essential reference; and the world's top educational publisher Pearson Education (60% of revenues) publishes textbooks, multimedia programs and online services, and produces software that powers the management of schools. Pearson is listed on the London (PSON) and New York (PSO) Stock Exchanges.

SUSTAINABILITY PERFORMANCE

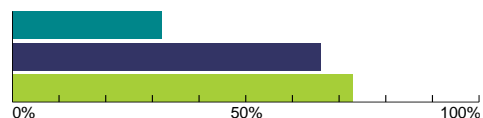
Pearson is the 2007 leader for the media sector. While the company is an above-average performer in most of SAM's assessment criteria, it particularly excels in the environmental and social dimensions, with a clear improvement in most environmental trends, including energy & water use, and most importantly pulp sourcing, which remains a significant environmental issue in the media space. In addition, the firm shows a clear commitment to improving the environmental and labour standards of its suppliers located in emerging markets, and is well on its way to advance its program for independent certification of the paper it purchases. Lastly, Pearson is mobilizing significant resources to ensure a group-wide carbon neutral status in the coming years, a target that is likely to be achieved in 2009.

SUSTAINABILITY SCORES

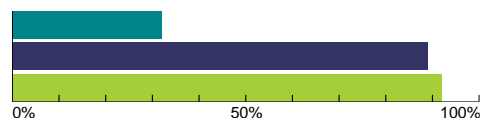
Total Score



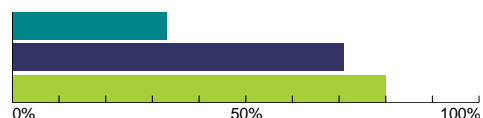
Economic Dimension



Environmental Dimension



Social Dimension



■ DJSI sector average on a global basis
■ Pearson Plc.
■ Best company on a global basis within DJSI sector



For information on assessment criteria, visit www.sustainability-indexes.com

«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.»

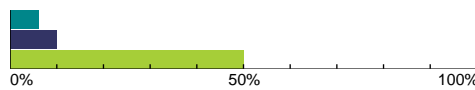
INDUSTRY DRIVING FORCES

The sector is characterized by a wide range of activities. On the one side of the spectrum, are the publishing companies with rather defensive businesses. On the other side, there are the radio & television companies that are very cyclical, i.e. their results are highly dependent on advertising and therefore on the economic development. However, there are some common factors for most media companies. In an increasingly competitive environment, innovative thinking, quality of content, state-of-the-art technology, and above all a talented, creative and motivated workforce are key drivers. 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 the protection of children are also important aspects.

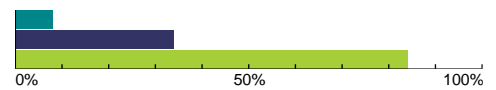
COMPANY PERFORMANCE FOR SELECTED CRITERIA

ECONOMIC

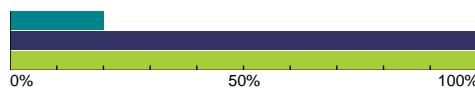
Product Piracy



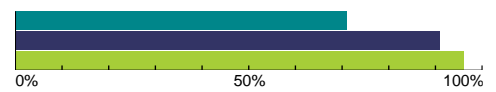
Brand Management



Lobbying Activities

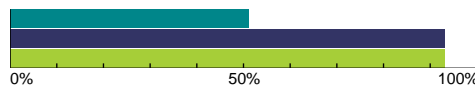


Corporate Governance

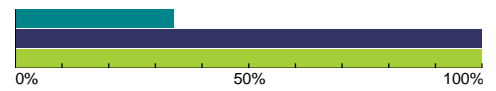


ENVIRONMENTAL

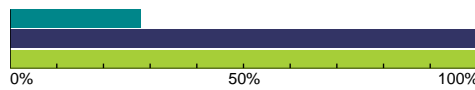
Environmental Policy / Management System



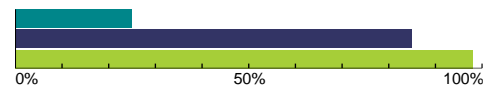
Hazardous substances



Volatile Organic Compounds

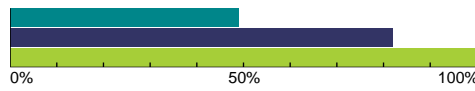


Environmental Performance

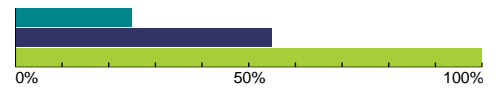


SOCIAL

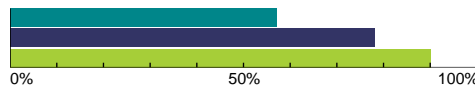
Stakeholder Engagement



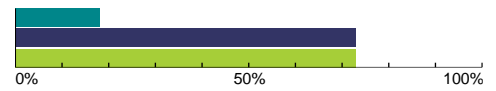
Protection of Children



Labor Practice Indicators



Human Capital Development



- DJSI sector average on a global basis
- Pearson Plc.
- Best company on a global basis within DJSI sector

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