



**COMPANY**

Country	United Kingdom
Number of Employees	33'700
Web	www.pearson.com

**Share**

Market cap (mil)	6'166
Currency	GBP
High 52 week	763.0
Low 52 week	492.0
Last Price	761.0

**Key Data**                      **2008**                      **2009E**

Sales (mil)	4'811	5'385
EPS	36.60	57.98
P/E Ratio	15.82	13.13

Source: Bloomberg / September 01, 2009

**Sales in**

Alcohol	No
Armaments	No
Firearms	No
Tobacco	No
Gambling	No

Source: EIRIS, SAM Research

**COMPANY DESCRIPTION**

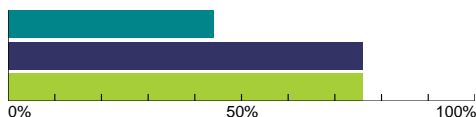
Headquartered in London, Pearson plc is a publishing company operating in the education, business information and consumer publishing markets. The company is based in more than 60 countries and employs about 34,000 people. Its principal activities are divided into three divisions: Pearson Education (65 percent of the company's revenues in 2008) provides educational materials, technologies, assessments and related services, including electronic learning programmes to teachers and students. It also provides test development, processing and scoring services to educational institutions, corporations and professional bodies. The Penguin group (19 percent of the company's revenues in 2008) publishes fiction and non-fiction titles. The Financial Times group (16 percent of the company's revenues in 2008) provides business and financial news, data analysis and related services in print and online to the international business community.

**SUSTAINABILITY PERFORMANCE**

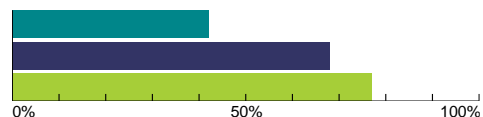
Pearson Plc has once again confirmed its position as the sustainability leader in the media sector. The company has shown its commitment towards sustainability through an exceptional performance across all dimensions. It has integrated sustainability in its business decisions to reflect sensitivity towards the environment and to minimise the impact of its products. The company does not only limit sustainability initiatives to its own operations but also extends the same to its suppliers as well. The company also established an environment committee that focuses on environmental issues including those arising from the supply chain. The company has improved its environmental management system by increasing the scope of data captured in greenhouse gas inventory. Pearson has also set comprehensive targets for energy use, water consumption and overall greenhouse gas emissions. This move is in line with the company's commitment towards becoming carbon neutral by the end of 2009. Pearson also focuses on overall development of its employees, including regular feedback involving the entire workforce.

**SUSTAINABILITY SCORES**

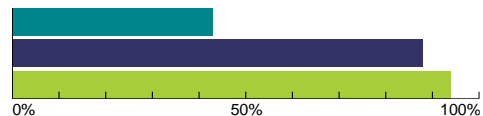
**Total Score**



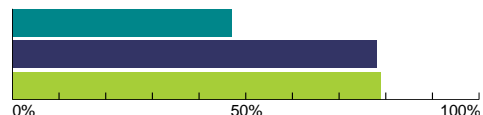
**Economic Dimension**



**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](http://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.»

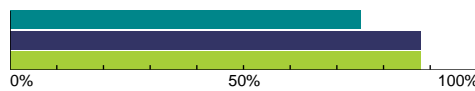
**INDUSTRY DRIVING FORCES**

Innovative thinking, content, technology, channel management and emerging markets and, above all, a talented, creative and motivated workforce are the key drivers for a highly competitive publishing sector. Content is the back bone of the publishing industry and companies that invest steadily in unique, valuable publishing content and keep replenishing it have been the frontrunners. Digitalising and electronic presentation of content is attracting more importance now than ever. Technology has been another key driver since better technology has not only enhanced the quality of print but also made the process of publishing shorter. Channel management is increasingly playing an important role in the emerging markets as new retail stores devoted to books are coming up. This has resulted in significant upselling in these markets. Developing economies such as India and China, where literacy levels are going up, are yet another driver for the industry and present huge market and growth potential. 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.

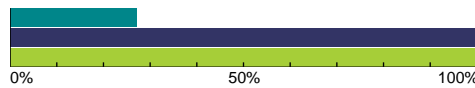
**COMPANY PERFORMANCE FOR SELECTED CRITERIA**

**ECONOMIC**

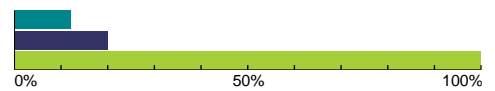
**Corporate Governance**



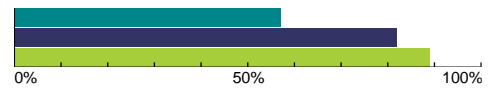
**Lobbying Activities**



**Customer Relationship Management**

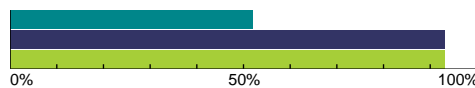


**Risk & Crisis Management**

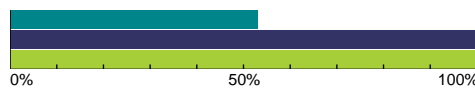


**ENVIRONMENTAL**

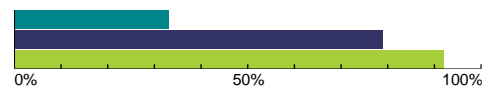
**Environmental Policy / Management**



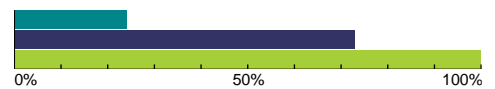
**Hazardous substances**



**Environmental Reporting**

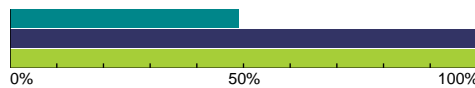


**Operational Eco-Efficiency**

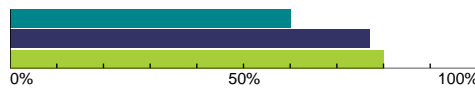


**SOCIAL**

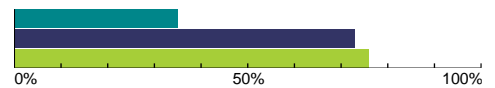
**Code of Ethics for Advertising**



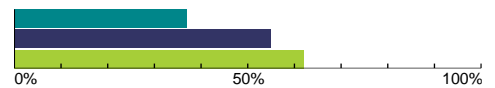
**Labor Practice Indicators**



**Human Capital Development**



**Talent Attraction & Retention**



■ DJSI sector average on a global basis

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