



Company Info - Disclosures

Pearson

last updated 03 September 2020

Reuters	PSON	Recommendation	Sell
Bloomberg	PSON LN	Target Price	GBP 450.00
ISIN	GB0006776081	Current Price, exchange	539 London

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Pearson	no disclosures

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Historical price target and rating changes for Pearson in the last 12 months

Date	Price target - GBP	Rating	First dissemination GMT	Initiation of coverage
<u>25 September 19</u>	<u>620</u>	<u>Sell</u>	<u>2019-09-26 07:05</u>	<u>December 09, 2010</u>
<u>13 December 19</u>	<u>525</u>	<u>Sell</u>	<u>2019-12-16 07:06</u>	
<u>24 March 20</u>	<u>450</u>	<u>Hold</u>	<u>2020-03-25 07:25</u>	
<u>26 May 20</u>	<u>400</u>	<u>Sell</u>	<u>2020-05-27 07:18</u>	
<u>03 September 20</u>	<u>450</u>	<u>Sell</u>	=	

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Berenberg Equity Research ratings distribution and in proportion to investment banking services, as of 1 July 2020

Buy	52.28 %	15.46 %
Sell	7.30 %	0.00 %
Hold	40.42 %	4.19 %

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Buy: Sustainable upside potential of more than 15% to the current share price within 12 months;

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Hold: Upside/downside potential regarding the current share price limited; no immediate catalyst visible.

NB: During periods of high market, sector, or stock volatility, or in special situations, the recommendation system criteria may be breached temporarily.

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