



Pearson plc

Pearson plc



- **Pearson plc** is an international media company with market-leading businesses in education, business information and consumer publishing
- **Pearson plc** has a suite of complimentary business units
 - ***The Penguin Group***
 - ***The Financial Times***
 - ***Pearson Education***
- More than \$7 billion dollars in global sales a year
- A pool of more than 30,000 people in 60-plus countries

www.pearson.com

Financial Highlights



Financial highlights

\$m	2002	2001	
SALES	6,955	6,802	+ 2%
OPERATING PROFIT	794	686	+ 16%
PRE-TAX PROFIT	642	473	+ 36%
ADJUSTED EARNINGS PER SHARE	48.8¢	34.4¢	+ 42%
DIVIDEND PER SHARE	37.7¢	35.9¢	+ 5%

CONTINUING OPERATIONS BEFORE GOODWILL AND EXCEPTIONAL ITEMS

www.pearson.com

Core Businesses



Professional 19%

Higher Education 18%

School 27%



FT Group 17%

Penguin 19%

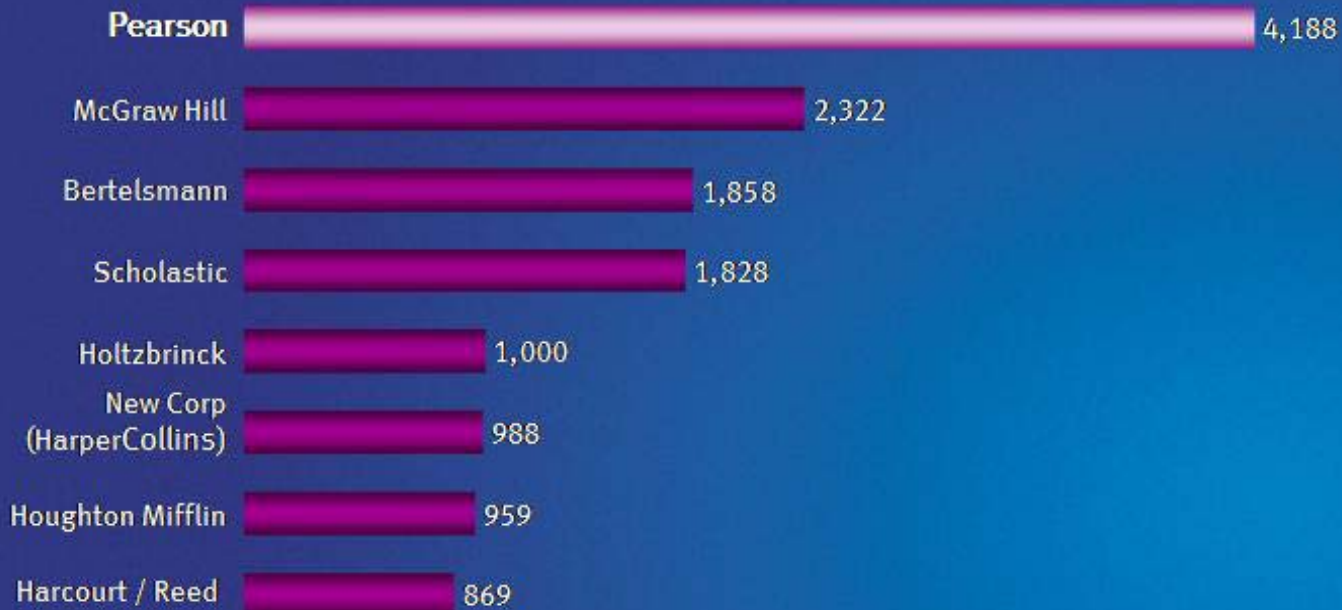
www.pearson.com

World's Largest Publisher

4
2003

The world's largest book company

Estimated 2001 book revenues (\$m)



SOURCE: ANNUAL REPORTS, ANALYST REPORTS

NOTE: 2001 MEDIAN GBP / USD EXCHANGE RATE = 1.45

The Penguin Group



- **The Penguin Group** - publishes an extraordinary range of fiction and non-fiction, bestsellers and classics, children's and reference works for audiences in over 100 countries
 - The unit includes Penguin, Putnam and Dorling Kindersley

www.penguin.co.uk

The Penguin Group

- **Penguin** is one of the world's premier English language publishers – number one in the UK, Australia, New Zealand and India and number two in the US and Canada
 - **New fiction and non-fiction:** Penguin publishes the very best new fiction and non-fiction, literary prize winners and commercial blockbusters on subjects ranging from history and science to essential reference
 - **Children's:** Penguin is the world's leading children's publisher, helping characters such as Peter Rabbit, The Little Engine That Could and Spot capture the imagination of children all over the world
 - **Classics:** From the first history of Herodotus to the novels which shook the 20th Century, Penguin is the leading publisher of classic literature in the world
 - **Dorling Kindersley:** Penguin is now the world's premier illustrated reference publisher

Penguin Classics

2
2003

Penguin rethinks the Classics



Dorling Kindersley

3
2003

DK hatches a new breed of books



The Financial Times Group



- **The Financial Times** - and its network of business and financial newspapers and online services informs the daily decisions of more than 4 million business people and investors worldwide
 - Unit includes Financial Times, Forum and Los Echos

www.ft.com

The Financial Times Group

- **The Financial Times Group** is one of the world's leading business information companies
 - **The Financial Times** newspaper has one of the world's fastest growing international readerships
 - **FT.com** combines agenda-setting editorial with relevant financial data and business tools
 - **FT Investor** provides free, fast, incisive, real-time financial and market news to Europe's rapidly growing community of private investors

Newspapers and Online Services

- A pan-European network of national business newspapers and online services
 - France's leading business newspaper and website, Les Echos and www.lesechos.fr
 - Spain's leading business newspaper and website, Expansión and www.expansiondirecto.com
 - A new German language newspaper, FT Deutschland (launched in partnership with Gruner + Jahr), with a fully integrated online business news and data service

Financial and Business Information

- **Securities and specialist financial information**
 - Provided through a controlling interest in Interactive Data Corporation
 - Through FT Interactive Data the Financial Times Group supplies global securities data and fixed income portfolio analytical software to the international investment community
- **Business information**
 - FT Business produces specialist information on the retail, personal and institutional finance industries
 - Publishes the UK's premier personal finance magazine, Investors Chronicle, and The Banker, Money Management and Financial Adviser for professional advisers

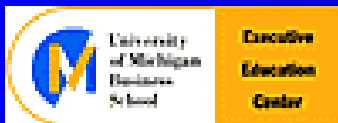
Joint Ventures and Associates

Economist.com

- **Joint ventures and associates**

- A 50% interest in The Economist Group, which publishes the world's leading weekly business and current affairs journal
- FTSE International, a joint venture with the London Stock Exchange
- Vedomosti, Russia's leading business newspaper and a partnership venture with Dow Jones and Independent Media
- A 50% interest in BDFM, publishers of South Africa's leading financial newspaper and magazine

FT Knowledge



- **FT Knowledge** is the world's leading business education company providing companies across the globe with learning that drives measurable business results
 - Through a unique combination of insight, experience and innovation, **FT Knowledge** enables companies, professionals and managers all over the world to achieve and exceed their business potential through learning
 - FT Knowledge has partnerships with leading educational institutions and organizations throughout the world

Pearson Education



- **Pearson Education** – is comprised of over a dozen market-leading publishing imprints, Pearson is the world's leading learning company
 - The company's textbooks, online learning tools, and testing and assessment programs help to educate more than 100 million people worldwide