



# Pearson International

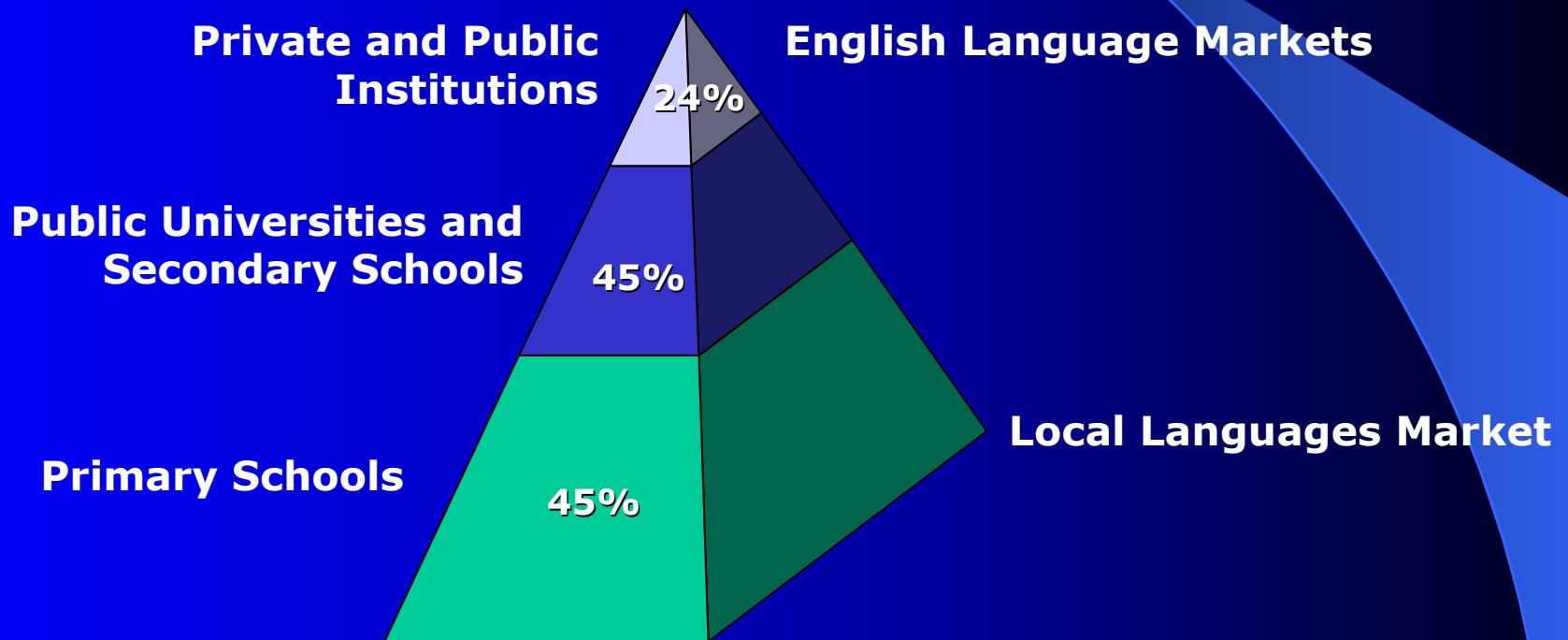
# Global Reach

- **Pearson Education's reach extends across the globe**
  - **Global imprints include Longman, Scott Foresman, Prentice Hall, Addison-Wesley, Prentice Hall-Financial Times, Markt & Technik, CampusPress, Direct English and Éditions du Renouveau Pédagogique**
  - **Publishing operations in seven regions**
    - **The U.S., Europe, Middle East and Africa, Canada, Latin America, North Asia, South Asia, and Australia and New Zealand**
  - **Twenty-five publishing centers, developing educational products for children, schools, universities, adults and corporations**
    - **Seventy regional websites**
    - **Publishing in thirteen languages**
  - **The world's market leader in English Language Training**

# #1 International Publisher

- **Global strength with premier brands and over 1,200 international sales representatives**
  - ***Pearson is #1 in all four major markets***
    - **School** – *Increasing number of children going to school beyond primary grades*
    - **Higher Education** – *Growing enrollments in higher education*
    - **Professional / Computer** – *Developing appreciation for copyright*
    - **English Language Training** – *Growing demand for teacher training tracks to our strength*

# \$15 Billion Global Market



# School: Addison Wesley Longman



# Higher Ed: Prentice Hall, AWL



- \* copub
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- \*\*\* English reprint

# Professional/Computer: Macmillan USA, PH, AW, Financial Times Management



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# English Language Training: Longman

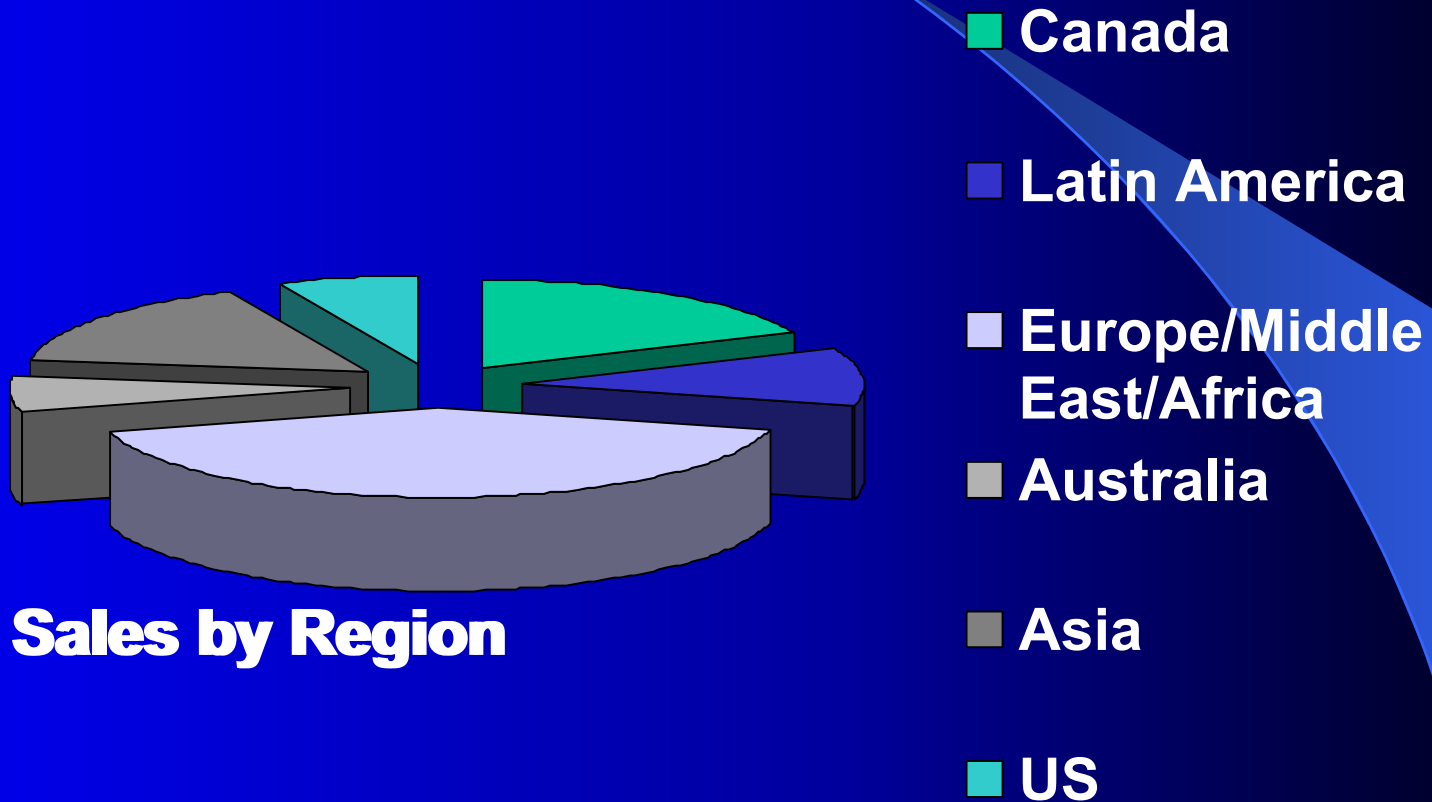




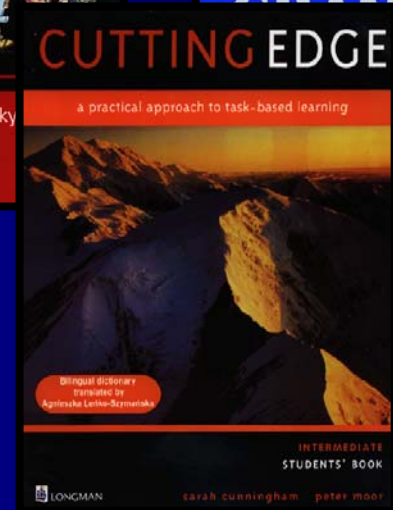
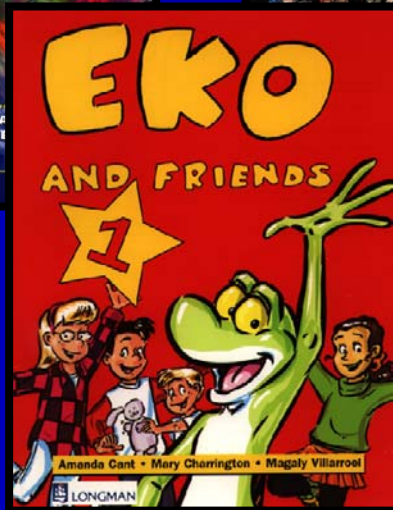
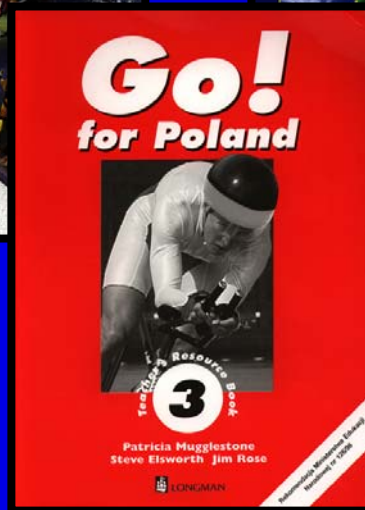
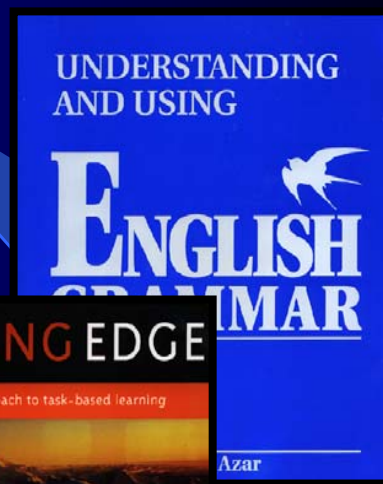
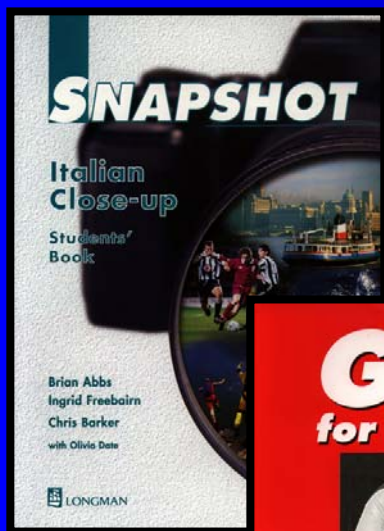
# Global Reach



# Truly International Business



# English Language Training



# Pearson International Summary

- **#1 in all four major markets**
- **Over 1,200 international sales representatives**
- **English Language Training is driving the growing demand for English language learning**
- **Providing the content in demand from the growing democratization of education**