

Pearson PLC

PUB Media

Member of DJSI World, DJSI Europe

Company Information

| | |
|---------------------------|----------------|
| Country | United Kingdom |
| Market cap (USD million)* | 7,076 |

*Source: S&P Global BMI, 31 July 2017

Company Description

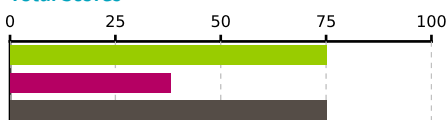
Pearson PLC was founded in 1844 and is headquartered in London. It provides services to governments, educational institutions, corporations, and professional bodies. In 2016 it had 33,000 employees and revenues of GBP 4 billion. The company offers courseware services, including curriculum materials provided in book form and via access to digital content; and assessments, such as test development, processing, and scoring services. It also operates schools, colleges, and universities, as well as English language teaching centers, and provides online learning services in partnership with universities and other academic institutions.

Industry Drivers

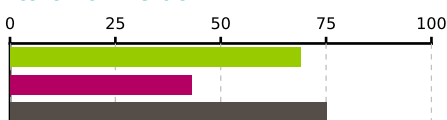
The heterogeneous and highly competitive media industry has seen a major shift towards digitization. Publishing companies that embraced this shift and have increased their revenue streams from online market segments are industry leaders. The use of new technologies, innovative thinking, tailored content and channel management are important for tapping new markets and creating new business opportunities. In order to produce unique, valuable content or services, companies must continuously invest in retaining a talented, creative and digitally-skilled workforce. However, recent events have shown that the shift towards digitization has also significantly increased the risk of cyber-attacks. The ability of companies to implement a cybersecurity strategy that prevents, detects and remediates those risks is key in protecting customer information and companies' own data. Rising connectivity, literacy, and expression of cultural identity through the media in developing countries is set to be a growth driver over the coming years. Given media companies' power to shape public opinion, freedom of expression, accountability and the adherence to ethical standards in advertisement will also be important determinants of success in the long term.

Sustainability Scores

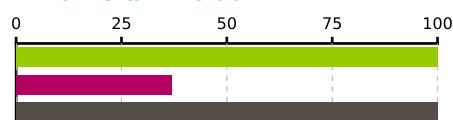
Total Scores



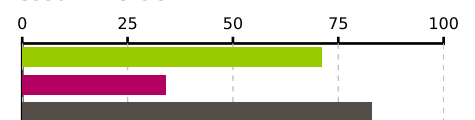
Economic Dimension



Environmental Dimension



Social Dimension



■ Industry best score ■ Industry average score ■ Pearson PLC

Sustainability Performance

Pearson PLC sustainability leadership in the Media industry group is driven by its 2020 Sustainability Plan. The plan is based on three pillars: operating responsibly and managing impacts on people and the environment, reaching more learners by improving access and affordability, and shaping the future of learning. Their commitment to environment recognizes the benefits that responsible environmental stewardship brings a business in terms of cost reduction and risk management. In pursuit of eco-efficiency, the company has significantly reduced water consumption. Investments into video conferencing technology have reduced their business travel. The company particularly excels in terms of their codes of business conduct, as well as in its responsibility of content.

Company Performance for Selected Criteria



■ Industry best score ■ Industry average score ■ Pearson PLC

For more information on assessment criteria, please visit www.robecosam.com/csa

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