



Pearson 2025 Preliminary results

Powering growth through innovation

Omar Abbosh, Pearson's Chief Executive, said:



We delivered on our goals in 2025, making significant progress in scaling AI across our products and services and building tangible momentum in our enterprise offering. The partnerships we secured with leading technology companies are a recognition of Pearson's unique role at the intersection of education, skills and workforce development, underpinned by our unrivalled strength in assessments which positions us to deliver meaningful shareholder value over the medium term. Through our unique competitive positioning, we look to the future with confidence as we meet the growing and urgent need among enterprises and learners to adapt to an AI-enabled world."



+4%*

Group sales growth

+6%*

Group adjusted operating profit

*Underlying growth versus prior year

Strategic Progress

Continued to lead with the application of innovative technologies

Deepened and scaled AI across our offering, driving measurable improvements in learner outcomes and saving educators meaningful time, whilst embedding AI as a foundational capability within Pearson.

Advanced our Enterprise strategy

Secured eight partnerships with industry-leading firms with continued momentum into 2026, announcing a new strategic partnership with Salesforce.

17.2%

Adjusted operating profit margin

⬆️ vs 16.9% for 2024

125%

Free cash flow conversion

⬆️ vs 117% for 2024

25.2p

Full year dividend

⬆️ vs 24.0p for 2024, an increase of 5%

£350m

Share buyback well underway