

PEARSON CENTRAL EUROPE SP. Z O.O.

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Dear Customer

We are contacting you today to inform you of some significant upcoming changes regarding the way we will be doing business and providing services for Higher Education, Professional and International Schools Accounts within Central and Eastern Europe region.

Following the implementation of a Global Education Strategy and a change towards a Partner model in certain geographies in the World, in the coming weeks we will modify our distribution model into one Partner for the CEE region. We will be partnering with **ABE-IPS** who will be our nominated distributor for the Higher Education, Professional and International Schools portfolio.

We strongly believe that the new model will bring a number of improvements in operations and in the delivery chain across CEE and will result in customized support, a faster reaction time to the needs of the particular market and will build new abilities to meet specific market needs.

As a result of this change we would like to inform you that all direct Pearson accounts will be closed as of the 14th of April 2015 and an ABE representative will get in contact with you to discuss the specifics of the new relationship and how to tailor specific services for your needs.

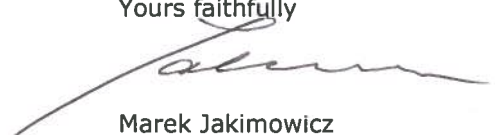
If it is convenient for you, please make an appointment with ABE-IPS's friendly staff at the London Book Fair 2015 in order to discuss the terms and conditions of cooperation. ABE-IPS representatives will be present at the London Book Fair during all three days at the "Polish Combined Stand" 5C130. The contact person to make an appointment is Izabela Pluskota izabela.pluskota@abe.pl

Orders should be placed directly to our nominated distributor ABE-IPS at the following e-mail address: orders@abe.pl If you have any questions please don't hesitate to contact our customer service department: Tel. +48 22 654 06 75.

We would welcome your thoughts on this and the opportunity to discuss this strategy with you in person if required.

Thank you for your co-operation so far, we greatly believe that cooperation with ABE-IPS will bring many benefits for you and provide new business opportunities in the coming future.

Yours faithfully



Marek Jakimowicz
Vice President Sales
Pearson Central Europe



Marcin Rudnik
Finance & Operations Director
Pearson Central Europe

If you have any question do not hesitate to contact our regional managers:

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