

**Pearson plc - (the "Company")**

**Notification of PDMRs' Interests**

The following notifications, made in accordance with the requirements of the UK Market Abuse Regulation, give details of purchases of ordinary shares of 25p each, made under the Company's Dividend Reinvestment Plan ("DRIP").

**Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them**

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Lincoln Wallen	
2	Reason for the notification		
a)	Position/status	Non-Executive Director	
b)	Initial notification /Amendment	Initial notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Pearson plc	
b)	LEI	2138004JBXWWJKIURC57	
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25 pence each in Pearson plc	
	Identification code	ISIN: GB0006776081	
b)	Nature of the transaction	Purchase of shares arising from Company's Dividend Reinvestment Plan ("DRIP")	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£10.6478 per share	135
d)	Aggregated information		
	- Aggregated volume	Aggregated volume: 135	
	- Price	Aggregated price: £1,437.45	
e)	Date of the transaction	16 September 2024	
f)	Place of the transaction	London Stock Exchange (XLON)	

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