

PEARSON PLC  
(the "Company")

Notification of Director and PDMRs' Interests

Below are details of purchases (made under the Company's Non-Executive Directors' Share Purchase Plan) of Pearson plc ordinary shares of 25p each and American Depositary Receipts (ADRs) made on the London and New York Stock Exchanges on behalf of the Company's Chair, Deputy Chair and Senior Independent Director, and Non-Executive Directors on 30 September 2024:

Name of Director	No. of Shares Purchased	Price per Share*	Total Holding Following Notification
Sherry Coutu	922	£10.17	17,787
Alison Dolan	288	£10.17	1,450
Graeme Pitkethly	2,209	£10.17	15,497
Annette Thomas	370	£10.17	5,275

Name of Director	No. of ADRs Purchased	Price per ADR*	Total Holding Following Notification
Alex Hardiman	305	13.59	1,867
Omid Kordestani	6,834	13.59	86,086
Esther Lee	367	13.59	4,773

\* rounded to two decimal places.

The following notifications, made in accordance with the requirements of the UK Market Abuse Regulation, give further detail.

**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	Sherry Coutu
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)	EIF	2138004TRXW/WIKIIIRC57

4	<b>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</b>		
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 25 pence each in Pearson plc  ISIN: GB0006776081	
b)	Nature of the transaction	Purchase of shares arising from Company's Non-Executive Directors' Share Purchase Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Purchase price: £10.165 per share	922
d)	Aggregated information  - Aggregated volume  - Price	Aggregated volume: 922 shares  Aggregated price: £9,372.13	
e)	Date of the transaction	30 September 2024	
f)	Place of the transaction	London Stock Exchange (XLON)	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Alison Dolan	
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 Non-Executive Directors' Share Purchase Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Purchase price: £10.165 per share	288
d)	Aggregated information  - Aggregated volume  - Price	Aggregated volume: 288 shares  Aggregated price: £2,927.52	
e)	Date of the transaction	30 September 2024	
f)	Place of the transaction	London Stock Exchange (XLON)	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Graeme Pitkethly	
2	Reason for the notification		
a)	Position/status	Deputy Chair and Senior Independent 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  Identification code	Ordinary shares of 25 pence each in Pearson plc  ISIN: GB0006776081	
b)	Nature of the transaction	Purchase of shares arising from Company's Non-Executive Directors' Share Purchase Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Purchase price: £10.165 per share	2,209
d)	Aggregated information  - Aggregated volume  - Price	Aggregated volume: 2,209 shares  Aggregated price: £22,454.49	
e)	Date of the transaction	30 September 2024	
f)	Place of the transaction	London Stock Exchange (XLON)	

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Annette Thomas
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 Non-Executive Directors' Share Purchase Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Purchase price: £10.165 per share	370
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 370 shares Aggregated price: £3,761.05	
e)	Date of the transaction	30 September 2024	
f)	Place of the transaction	London Stock Exchange (XLON)	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Alex Hardiman	
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	American Depositary Receipts (ADRs) in Pearson plc, each ADR represents one ordinary share of 25 pence in Pearson plc	
	Identification code	ISIN: US7050151056	
b)	Nature of the transaction	Purchase of ADRs arising from Company's Non-Executive Directors' Share Purchase Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Purchase price: 13.59 per ADR	305
d)	Aggregated information  - Aggregated volume  - Price	Aggregated volume: 305 ADRs  Aggregated price: 4,144.95	
e)	Date of the transaction	30 September 2024	
f)	Place of the transaction	New York Stock Exchange (XNYS)	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
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a)	Name	Omid Kordestani	
2	Reason for the notification		
a)	Position/status	Chair	
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  Identification code	American Depositary Receipts (ADRs) in Pearson plc, each ADR represents one ordinary share of 25 pence in Pearson plc  ISIN: US7050151056	
b)	Nature of the transaction	Purchase of ADRs arising from Company's Non-Executive Directors' Share Purchase Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Purchase price: 13.59 per ADR	6,834
d)	Aggregated information  - Aggregated volume  - Price	Aggregated volume: 6,834 ADRs  Aggregated price: 92,874.06	
e)	Date of the transaction	30 September 2024	
f)	Place of the transaction	New York Stock Exchange (XNYS)	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Esther Lee	
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	American Depositary Receipts (ADRs) in Pearson plc, each ADR represents one ordinary share of 25 pence in Pearson plc	
	Identification code	ISIN: US7050151056	
b)	Nature of the transaction	Purchase of ADRs arising from Company's Non-Executive Directors' Share Purchase Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Purchase price: 13.59 per ADR	367
d)	Aggregated information		

	- Aggregated volume	Aggregated volume: 367 ADRs
	- Price	Aggregated price: 4,987.53
e)	Date of the transaction	30 September 2024
f)	Place of the transaction	New York Stock Exchange (XNYS)

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