

Pearson plc - (the "Company")

Notification of PDMR Interests

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	Tom ap Simon
2	Reason for the notification	
a)	Position/status	President - Higher Education and Virtual Learning
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	2138004JBX/WWJKIURC57
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 through the Company's U.S. Employee Stock Purchase Plan in respect of the offering period from 1 July 2024 to 31 December 2024.
c)	Price(s) and volume(s)	Volume: 569.6924 Price: 10.532 per ADR
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 569.6924 Aggregated price: 6,000
e)	Date of the transaction	22 January 2025
f)	Place of the transaction	New York Stock Exchange (XNYS)

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact ms@seg.com or visit www.ms.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

DSHGZGZMZDLGKZM