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	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 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)

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