RNS Number: 6785V Pearson PLC 03 February 2025

Pearson plc ("Pearson" or "the Company")

Notification of PDMRs' Interests

The Company has been notified of the following transactions in ordinary shares of 25p each in the capital of the Company, undertaken by William Budenberg, the spouse and connected person of Sherry Coutu, Non-Executive Director. These transactions were the result of Mr Budenberg's participation in the Company's Dividend Reinvestment Plan through a nominee service.

Following these transactions, Sherry Coutu's total reportable shareholding in the Company is 18,891 (including ordinary shares held in her spouse's name).

The following notifications, made in accordance with the requirements of the 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	William Budenberg			
2	Reason for the notification	<u></u>			
a)	Position/status	Person closely associated with	Person closely associated with Sherry Coutu, Non-Executive Director		
b)	Initial notification / Amendment	Initial notification	Initial notification		
3	Details of the issuer, emission allo monitor	 ance market participant, auction platform, auctioneer or auction			
a)	Name	Pearson plc	Pearson plc		
b)	LEI	2138004JBXWWJKIURC57			
4		to be repeated for (i) each type of instrument; (ii) each type of ach 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 participation in the Company's Dividend Reinvestment Plan through a nominee service.			
c)	Price(s) and volume(s)	Price(s)	Volume(s)		
		£8.67912 per share	16		
d)	Aggregated information				
	- Aggregated volume	Aggregated volume: 16	Aggregated volume: 16		
	- Price	Aggregated price: £138.87			
e)	Date of the transaction	17 September 2019			
f)	Place of the transaction	London Stock Exchange (XLON)			
4		to be repeated for (i) each type of instrument; (ii) each type of ach 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 participation in the Company's Dividend Reinvestment Plan through a nominee service.			
c)	Price(s) and volume(s)	Price(s)	Volume(s)		
		0.1.500	70		

d)	Aggregated information					
	- Aggregated volume	Aggregated volume: 70	Aggregated volume: 70			
	- Price	Aggregated price: £319.34				
e)	Date of the transaction	12 May 2020	12 May 2020			
f)	Place of the transaction	London Stock Exchange (XL)	London Stock Exchange (XLON)			
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					
b)	Nature of the transaction		Purchase of shares arising from participation in the Company's Dividend Reinvestment Plan through a nominee service.			
c)	Price(s) and volume(s)	Price(s)	Volume(s)			
		£5.03438 per share	29			
d)	Aggregated information					
/	- Aggregated volume	Aggregated volume: 29				
	- Price					
-1		Aggregated price: £146.00				
e)	Date of the transaction	23 September 2020				
f)	Place of the transaction	London Stock Exchange (XLON)				
4	Details of the transaction(s): section transaction; (iii) each date; and (iv)					
4 a)			have been conducted			
	transaction; (iii) each date; and (iv) Description of the financial) each place where transactions h	have been conducted			
	transaction; (iii) each date; and (iv) Description of the financial instrument, type of instrument	Ordinary shares of 25 pence of ISIN: GB0006776081	each in Pearson plc omparticipation in the Company's			
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 25 pence of ISIN: GB0006776081 Purchase of shares arising from	each in Pearson plc omparticipation in the Company's			
a) b)	transaction; (iii) each date; and (iv) Description of the financial instrument, type of instrument Identification code Nature of the transaction	Ordinary shares of 25 pence of ISIN: GB0006776081 Purchase of shares arising fro Dividend Reinvestment Plan	each in Pearson plc omparticipation in the Company's through a nominee service.			
a) b)	transaction; (iii) each date; and (iv) Description of the financial instrument, type of instrument Identification code Nature of the transaction	Ordinary shares of 25 pence of ISIN: GB0006776081 Purchase of shares arising fro Dividend Reinvestment Plan Price(s)	each in Pearson plc omparticipation in the Company's through a nominee service. Volume(s)			
a) b)	transaction; (iii) each date; and (iv) Description of the financial instrument, type of instrument Identification code Nature of the transaction Price(s) and volume(s)	Ordinary shares of 25 pence of ISIN: GB0006776081 Purchase of shares arising fro Dividend Reinvestment Plan Price(s)	each in Pearson plc omparticipation in the Company's through a nominee service. Volume(s)			
a) b) c)	transaction; (iii) each date; and (iv) Description of the financial instrument, type of instrument Identification code Nature of the transaction Price(s) and volume(s)	Ordinary shares of 25 pence of ISIN: GB0006776081 Purchase of shares arising fro Dividend Reinvestment Plan Price(s) £8.352 per share	each in Pearson plc omparticipation in the Company's through a nominee service. Volume(s)			
a) b)	transaction; (iii) each date; and (iv) Description of the financial instrument, type of instrument Identification code Nature of the transaction Price(s) and volume(s) Aggregated information - Aggregated volume	Ordinary shares of 25 pence of ISIN: GB0006776081 Purchase of shares arising fro Dividend Reinvestment Plan Price(s) £8.352 per share Aggregated volume: 40	each in Pearson plc omparticipation in the Company's through a nominee service. Volume(s)			
a) b) c) d)	transaction; (iii) each date; and (iv) Description of the financial instrument, type of instrument Identification code Nature of the transaction Price(s) and volume(s) Aggregated information - Aggregated volume - Price Date of the transaction	Ordinary shares of 25 pence of ISIN: GB0006776081 Purchase of shares arising fro Dividend Reinvestment Plan Price(s) £8.352 per share Aggregated volume: 40 Aggregated price: £334.08 11 May 2021	each in Pearson plc omparticipation in the Company's through a nominee service. Volume(s) 40			
a) b) c) d)	transaction; (iii) each date; and (iv) Description of the financial instrument, type of instrument Identification code Nature of the transaction Price(s) and volume(s) Aggregated information - Aggregated volume - Price Date of the transaction Place of the transaction	Ordinary shares of 25 pence of ISIN: GB0006776081 Purchase of shares arising fro Dividend Reinvestment Plan Price(s) £8.352 per share Aggregated volume: 40 Aggregated price: £334.08 11 May 2021 London Stock Exchange (XL)	nawe been conducted each in Pearson plc omparticipation in the Company's through a nominee service. Volume(s) 40 ON)			
a) b) c) d)	transaction; (iii) each date; and (iv) Description of the financial instrument, type of instrument Identification code Nature of the transaction Price(s) and volume(s) Aggregated information - Aggregated volume - Price Date of the transaction	Ordinary shares of 25 pence of ISIN: GB0006776081 Purchase of shares arising from Dividend Reinvestment Plan Price(s) £8.352 per share Aggregated volume: 40 Aggregated price: £334.08 11 May 2021 London Stock Exchange (XL) on to be repeated for (i) each type	nave been conducted each in Pearson plc omparticipation in the Company's through a nominee service. Volume(s) 40 ON) of instrument; (ii) each type of			
a) b) c) d)	transaction; (iii) each date; and (iv) Description of the financial instrument, type of instrument Identification code Nature of the transaction Price(s) and volume(s) Aggregated information - Aggregated volume - Price Date of the transaction Place of the transaction Details of the transaction(s): section transaction; (iii) each date; and (iv) Description of the financial	Ordinary shares of 25 pence of ISIN: GB0006776081 Purchase of shares arising from Dividend Reinvestment Plan Price(s) £8.352 per share Aggregated volume: 40 Aggregated price: £334.08 11 May 2021 London Stock Exchange (XL) on to be repeated for (i) each type	nave been conducted each in Pearson plc omparticipation in the Company's through a nominee service. Volume(s) 40 ON) of instrument; (ii) each type of nave been conducted			
a) b) c) d) f) 4	transaction; (iii) each date; and (iv) Description of the financial instrument, type of instrument Identification code Nature of the transaction Price(s) and volume(s) Aggregated information - Aggregated volume - Price Date of the transaction Place of the transaction Details of the transaction(s): sectitransaction; (iii) each date; and (iv) Description of the financial instrument, type of instrument	Ordinary shares of 25 pence of ISIN: GB0006776081 Purchase of shares arising from Dividend Reinvestment Plan Price(s) £8.352 per share Aggregated volume: 40 Aggregated price: £334.08 11 May 2021 London Stock Exchange (XL) on to be repeated for (i) each type of each place where transactions is considered as a considered pence of the	nave been conducted each in Pearson plc omparticipation in the Company's through a nominee service. Volume(s) 40 ON) of instrument; (ii) each type of nave been conducted			
a) b) c) d) f) 4	transaction; (iii) each date; and (iv) Description of the financial instrument, type of instrument Identification code Nature of the transaction Price(s) and volume(s) Aggregated information - Aggregated volume - Price Date of the transaction Place of the transaction Details of the transaction(s): section transaction; (iii) each date; and (iv) Description of the financial	Ordinary shares of 25 pence of ISIN: GB0006776081 Purchase of shares arising from Dividend Reinvestment Plan Price(s) £8.352 per share Aggregated volume: 40 Aggregated price: £334.08 11 May 2021 London Stock Exchange (XL) on to be repeated for (i) each type of each place where transactions in	nave been conducted each in Pearson plc omparticipation in the Company's through a nominee service. Volume(s) 40 ON) of instrument; (ii) each type of nave been conducted			
a) b) c) d) f) 4	transaction; (iii) each date; and (iv) Description of the financial instrument, type of instrument Identification code Nature of the transaction Price(s) and volume(s) Aggregated information - Aggregated volume - Price Date of the transaction Place of the transaction Details of the transaction(s): sectitransaction; (iii) each date; and (iv) Description of the financial instrument, type of instrument	Ordinary shares of 25 pence of ISIN: GB0006776081 Purchase of shares arising from Dividend Reinvestment Plan Price(s) £8.352 per share Aggregated volume: 40 Aggregated price: £334.08 11 May 2021 London Stock Exchange (XL) on to be repeated for (i) each type of each place where transactions in the price of the place where transactions in the place where transactions is the place where transactions in the place where transactions is the	each in Pearson plc omparticipation in the Company's through a nominee service. Volume(s) 40 ON) of instrument; (ii) each type of have been conducted each in Pearson plc			
a) b) c) d) f) 4	transaction; (iii) each date; and (iv) Description of the financial instrument, type of instrument Identification code Nature of the transaction Price(s) and volume(s) Aggregated information - Aggregated volume - Price Date of the transaction Place of the transaction Details of the transaction(s): section transaction; (iii) each date; and (iv) Description of the financial instrument, type of instrument Identification code	Ordinary shares of 25 pence of ISIN: GB0006776081 Purchase of shares arising from Dividend Reinvestment Plan Price(s) £8.352 per share Aggregated volume: 40 Aggregated price: £334.08 11 May 2021 London Stock Exchange (XL) on to be repeated for (i) each type of each place where transactions in the price of Shares of 25 pence of ISIN: GB0006776081 Purchase of shares arising from the place where transactions in the price of Shares arising from the place where transactions in the purchase of shares arising from the place where transactions in the purchase of shares arising from the place where transactions in the purchase of shares arising from the place where transactions in the purchase of shares arising from the place where transactions in the purchase of shares arising from the place where transactions in the purchase of shares arising from the place where transactions is	each in Pearson plc omparticipation in the Company's through a nominee service. Volume(s) 40 ON) of instrument; (ii) each type of have been conducted each in Pearson plc			
a) b) c) d) f) 4	transaction; (iii) each date; and (iv) Description of the financial instrument, type of instrument Identification code Nature of the transaction Price(s) and volume(s) Aggregated information - Aggregated volume - Price Date of the transaction Place of the transaction Details of the transaction(s): sectitransaction; (iii) each date; and (iv) Description of the financial instrument, type of instrument Identification code Nature of the transaction	Ordinary shares of 25 pence of ISIN: GB0006776081 Purchase of shares arising from Dividend Reinvestment Plan Price(s) £8.352 per share Aggregated volume: 40 Aggregated price: £334.08 11 May 2021 London Stock Exchange (XID) on to be repeated for (i) each type of each place where transactions in the price of Shares arising from Dividend Reinvestment Plan	each in Pearson plc omparticipation in the Company's through a nominee service. Volume(s) 40 ON) of instrument; (ii) each type of naw been conducted each in Pearson plc omparticipation in the Company's through a nominee service.			
a) b) c) d) f) 4	transaction; (iii) each date; and (iv) Description of the financial instrument, type of instrument Identification code Nature of the transaction Price(s) and volume(s) Aggregated information - Aggregated volume - Price Date of the transaction Place of the transaction Details of the transaction(s): sectitransaction; (iii) each date; and (iv) Description of the financial instrument, type of instrument Identification code Nature of the transaction	Ordinary shares of 25 pence of ISIN: GB0006776081 Purchase of shares arising for Dividend Reinvestment Plan Price(s) £8.352 per share Aggregated volume: 40 Aggregated price: £334.08 11 May 2021 London Stock Exchange (XL) on to be repeated for (i) each type of each place where transactions in the price of shares arising for Dividend Reinvestment Plan Price(s)	each in Pearson plc omparticipation in the Company's through a nominee service. Volume(s) 40 ON) of instrument; (ii) each type of nave been conducted each in Pearson plc omparticipation in the Company's through a nominee service. Volume(s)			

	- Price	Aggregated price: £157.09	Aggregated price: £157.09		
e)	Date of the transaction	22 September 2021			
f)	Place of the transaction	London Stock Exchange (XLON)			
4		n to be repeated for (i) each type of instrument; (ii) each type of 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 participation in the Company's Dividend Reinvestment Plan through a nominee service.			
c)	Price(s) and volume(s)	Price(s)	Volume(s)		
		£7.646 per share	47		
d)	Aggregated information				
	- Aggregated volume	Aggregated volume: 47	Aggregated volume: 47		
	- Price	Aggregated price: £359.36			
e)	Date of the transaction	10 May 2022	10 May 2022		
f)	Place of the transaction	London Stock Exchange (XI	London Stock Exchange (XLON)		
4			to be repeated for (i) each type of instrument; (ii) each type of ach 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 participation in the Company's Dividend Reinvestment Plan through a nominee service.			
c)	Price(s) and volume(s)	Price(s)	Volume(s)		
		£8.738978 per share	19		
d)	Aggregated information				
	- Aggregated volume	Aggregated volume: 19			
	- Price	Aggregated price: £166.04	Aggregated price: £166.04		
e)	Date of the transaction	22 September 2022	22 September 2022		
f)	Place of the transaction	London Stock Exchange (XI	LON)		
4		on to be repeated for (i) each type of instrument; (ii) each type of 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 participation in the Company's Dividend Reinvestment Plan through a nominee service.		
c)	Price(s) and volume(s)	Price(s)	Volume(s)		
		£8.224721 per share	47		
d)	Aggregated information		1		
	- Aggregated volume	Aggregated volume: 47	Aggregated volume: 47		
	- Price	Aggregated price: £386.56			

1)	I face of the transaction	LONGON DOOK LACHANGE (ALON)	,		
4			to be repeated for (i) each type of instrument; (ii) each type of ach 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 participation in the Company's Dividend Reinvestment Plan through a nominee service.			
c)	Price(s) and volume(s)	Price(s)	Volume(s)		
		£8.461247 per share	22		
d)	Aggregated information		J		
	- Aggregated volume	Aggregated volume: 22			
	- Price	Aggregated price: £186.15	Aggregated price: £186.15		
e)	Date of the transaction	20 September 2023			
f)	Place of the transaction	London Stock Exchange (XLON)	London Stock Exchange (XLON)		
4			to be repeated for (i) each type of instrument; (ii) each type of ach 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	ISIN: GB0006776081		
b)	Nature of the transaction	Purchase of shares arising from participation in the Company's Dividend Reinvestment Plan through a nominee service.			
c)	Price(s) and volume(s)	Price(s)	Volume(s)		
		£10.01394 per share	42		
d)	Aggregated information		I		
	- Aggregated volume	Aggregated volume: 42	Aggregated volume: 42		
	- Price	Aggregated price: £420.59			
e)	Date of the transaction	8 May 2024	8 May 2024		
f)	Place of the transaction	London Stock Exchange (XLON)	London Stock Exchange (XLON)		
4			to be repeated for (i) each type of instrument; (ii) each type of ach 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 participation in the Company's Dividend Reinvestment Plan through a nominee service.		
c)	Price(s) and volume(s)	Price(s)	Volume(s)		
		£10.36437 per share	19		
d)	Aggregated information		1		
	- Aggregated volume	Aggregated volume: 19	Aggregated volume: 19		
	- Price	Aggregated price: £196.92			
e)	Date of the transaction	18 September 2024			
f)	Place of the transaction	London Stock Exchange (XLON)			

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