

Pearson plc - (the "Company")

Notification of PDMRs' 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	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	Grant of restricted shares under the Long-Term Incentive Plan. The award attracts dividend equivalent awards.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Purchase price: N/A	83,114
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 83,114 shares Aggregated price: N/A	
e)	Date of the transaction	1 May 2025	
f)	Place of the transaction	Outside a trading venue	

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Sharon Hague
2	Reason for the notification	

a)	Position/status	President - English Language 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	Ordinary shares of 25 pence each in Pearson plc	
	Identification code	ISIN: GB0006776081	
b)	Nature of the transaction	Grant of restricted shares under the Long-Term Incentive Plan. The award attracts dividend equivalent awards.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Purchase price: N/A	44,995
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 44,995 shares Aggregated price: N/A	
e)	Date of the transaction	1 May 2025	
f)	Place of the transaction	Outside a trading venue	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Vishaal Gupta	
2	Reason for the notification		
a)	Position/status	President - Enterprise Learning and Skills	
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	Grant of restricted shares under the Long-Term Incentive Plan. The award attracts dividend equivalent awards.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Purchase price:	110,063

		N/A	
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 110,063 shares Aggregated price: N/A	
e)	Date of the transaction	1 May 2025	
f)	Place of the transaction	Outside a trading venue	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Arthur Valentine	
2	Reason for the notification		
a)	Position/status	President - Assessment & Qualifications	
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	Grant of restricted shares under the Long-Term Incentive Plan. The award attracts dividend equivalent awards.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Purchase price: N/A	90,745
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 90,745 shares Aggregated price: N/A	
e)	Date of the transaction	1 May 2025	
f)	Place of the transaction	Outside a trading venue	

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