RNS Number : 0690P
Pearson PLC
01 July 2025

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 made on the London Stock Exchange on behalf of the Company's Deputy Chair and Senior Independent Director, and UK based Non-Executive Directors on 30 June 2025:

Name of Director	No. of Shares Purchased	Price per Share*	Total Holding Following Notification
Sherry Coutu	1,016	£10.77	20,672
Alison Dolan	1,001	£10.77	3,879
Graeme Pitkethly	2,286	£10.77	21,368
Annette Thomas	348	£10.77	6,223

* 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)	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: £10.77 per share	1,016
d)	Aggregated information - Aggregated volume - Price	 Aggregated volume: 1,016 shares Aggregated price: £10,942.32	
e)	Date of the transaction	30 June 2025	
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 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): Purchase price: £10.77 per share Volume(s): 1,001
d)	Aggregated information - Aggregated volume - Price	 Aggregated volume: 1,001 shares Aggregated price: £10,780.77
e)	Date of the transaction	30 June 2025
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: £10.77 per share	2,286
d)	Aggregated information - Aggregated volume - Price	 Aggregated volume: 2,286 shares Aggregated price: £24,620.22	
e)	Date of the transaction	30 June 2025	
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 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: £10.77 per share	348
d)	Aggregated information - Aggregated volume	 Aggregated volume: 348 shares	

	- Price	Aggregated price: £3,747.96
e)	Date of the transaction	30 June 2025
f)	Place of the transaction	London Stock Exchange (XLON)

END

DSHFZGFVVGVGKZM