

TR-1: Standard form for notification of major holdings

**1. Issuer Details**

**ISIN**

GB0006776081

**Issuer Name**

PEARSON PLC

**UK or Non-UK Issuer**

UK

**2. Reason for Notification**

An event changing the breakdown of voting rights

**3. Details of person subject to the notification obligation**

**Name**

Cevian Capital II GP Limited

**City of registered office (if applicable)**

` St Helier

**Country of registered office (if applicable)**

Jersey

**4. Details of the shareholder**

Name	City of registered office	Country of registered office
Aurora Nominees Limited	London	United Kingdom

**5. Date on which the threshold was crossed or reached**

01-Jul-2025

**6. Date on which Issuer notified**

02-Jul-2025

**7. Total positions of person(s) subject to the notification obligation**

	% of voting rights attached to shares (total of 8.A)	% of voting rights through financial instruments (total of 8.B 1 + 8.B 2)	Total of both in % (8.A + 8.B)	Total number of voting rights held in issuer
Resulting situation on the date on which threshold was crossed or reached	13.048636	0.000000	13.048636	85202977
Position of previous notification (if applicable)	12.015817	0.000000	12.015817	

**8. Notified details of the resulting situation on the date on which the threshold was crossed or reached****8A. Voting rights attached to shares**

Class/Type of shares ISIN code(if possible)	Number of direct voting rights (DTR5.1)	Number of indirect voting rights (DTR5.2.1)	% of direct voting rights (DTR5.1)	% of indirect voting rights (DTR5.2.1)
GB0006776081		85202977		13.048636
Sub Total 8.A	85202977		13.048636%	

**8B1. Financial Instruments according to (DTR5.3.1R.(1) (a))**

Type of financial instrument	Expiration date	Exercise/conversion period	Number of voting rights that may be acquired if the instrument is exercised/converted	% of voting rights
Sub Total 8.B1				

**8B2. Financial Instruments with similar economic effect according to (DTR5.3.1R.(1) (b))**

Type of financial instrument	Expiration date	Exercise/conversion period	Physical or cash settlement	Number of voting rights	% of voting rights
Sub Total 8.B2					

**9. Information in relation to the person subject to the notification obligation**

2. Full chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held starting with the ultimate controlling natural person or legal entities (please add additional rows as necessary)

Ultimate controlling person	Name of controlled undertaking	% of voting rights if it equals or is higher than the notifiable threshold	% of voting rights through financial instruments if it equals or is higher than the notifiable threshold	Total of both if it equals or is higher than the notifiable threshold
Cevian Capital II G.P. Limited	Cevian Capital II Master Fund L.P.	13.048636		13.048636%

**10. In case of proxy voting**

**Name of the proxy holder**

**The number and % of voting rights held**

**The date until which the voting rights will be held**

**11. Additional Information**

Cevian Capital II G.P. Limited acts as general partner for Cevian Capital II Master Fund L.P. The legal owner of the shares is Aurora Nominees Limited (acting as nominee), which holds the shares on behalf of UBS AG (acting as custodian).

**12. Date of Completion**

02-Jul-2025

**13. Place Of Completion**

Jersey

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