

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	2138004JBX/WWJKIURC57
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	Purchase of ADRs through the Company's U.S. Employee Stock Purchase Plan in respect of the offering period from 1 January 2025 to 30 June 2025.
c)	Price(s) and volume(s)	Volume: 472.776 Price: 12.691 per ADR
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 472.776 Aggregated price: 6,000
e)	Date of the transaction	21 July 2025
f)	Place of the transaction	New York Stock Exchange (XNYS)

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