RNS Number : 2422S
Pearson PLC
23 July 2025

**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 | 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<br><br>Identification code | American Depositary Receipts (ADRs) in Pearson plc, each ADR represents one ordinary share of 25 pence in Pearson plc<br><br>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<br>Price: 12.691 per ADR |
| d) | Aggregated information<br>- Aggregated volume<br>- Price | Aggregated volume: 472.776<br>Aggregated price: 6,000 |
| e) | Date of the transaction | 21 July 2025 |
| f) | Place of the transaction | New York Stock Exchange (XNYS) |

END

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