

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	Lincoln Wallen
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	American Depository Receipts (ADRs) in Pearson plc, each ADR represents one ordinary share of 25 pence in Pearson plc ISIN: US7050151056
b)	Nature of the transaction	Purchase of ADRs
c)	Price(s) and volume(s)	Price(s) Volume(s) 13.8644 per ADR 1752 ADRs
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 1752 ADRs Aggregated price: 24,290.43
e)	Date of the transaction	23 September 2025
f)	Place of the transaction	New York Stock Exchange (XNYS)
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	American Depository Receipts (ADRs) in Pearson plc, each ADR represents one ordinary share of 25 pence in Pearson plc ISIN: US7050151056
b)	Nature of the transaction	Purchase of ADRs
c)	Price(s) and volume(s)	Price(s) Volume(s) 13.8647 per ADR 0.69 ADRs

d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 0.69 ADRs Aggregated price: 9.57
e)	Date of the transaction	23 September 2025
f)	Place of the transaction	New York Stock Exchange (XNYS)

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