

Pearson plc - (the "Company")

Notification of PDMRs' Interests

The Company announces that it has received notification that Sally Johnson, Chief Financial Officer, has transferred a total of 75,222 ordinary shares of 25p each (Shares) into a nominee account held in the name of Ms Johnson's spouse, Hugh Johnson.

Following this transaction, the aggregate beneficial interest in the Company of Ms Johnson and her spouse remains unchanged.

The following notifications, made in accordance with the requirements of the EU 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	Sally Johnson	
2	Reason for the notification		
a)	Position/status	Chief Financial Officer	
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	Ordinary shares of 25 pence each in Pearson plc	
	Identification code	ISIN: GB0006776081	
b)	Nature of the transaction	Transfer of shares held in a nominee holding account in Sally Johnson's name into a nominee holding account in the name of her spouse (her Person Closely Associated).	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£nil	75,222
d)	Aggregated information		
	- Aggregated volume	Aggregated volume: 75,222	
	- Price	Aggregated price: £nil	
e)	Date of the transaction	7 August 2024	
f)	Place of the transaction	Outside a trading venue	

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