

**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**

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name	Vishaal Gupta	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	President - Workforce Skills	
b)	Initial notification /Amendment	Initial notification	
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	Pearson plc	
b)	LEI	2138004JBXWWJKIURC57	
<b>4</b>	<b>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</b>		
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	Release of ordinary shares following release of share award under the Company's Long-Term Incentive Plan (LTIP) and sale of shares to cover tax liabilities arising from vesting share awards	
c)	Price(s) and volume(s)	Release of ordinary shares following release of LTIP award	Sale of ordinary shares to cover tax liability
		Volume: 59,053 Price: n/a	Volume: 21,502 Price: £10.615596 per share Aggregated price: £228,256.55
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: see 4 (c) above Aggregated price: see 4 (c) above	
e)	Date of the transaction	2 September 2024	
f)	Place of the transaction	London Stock Exchange (XLON)	

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