**Pearson plc - (the "Company")**

**Notification of PDMRs' Interests**

The following notifications, made in accordance with the requirements of the UK Market Abuse Regulation, give details of purchases of ordinary shares of 25p each, made under the Company's Dividend Reinvestment Plan ("DRIP").

**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<br><br>Identification code | Ordinary shares of 25 pence each in Pearson plc<br><br>ISIN: GB0006776081 |
| b) | Nature of the transaction | Purchase of shares arising from Company's Dividend Reinvestment Plan ("DRIP") |

| c) | Price(s) and volume(s) | Price(s) | Volume(s) |
|---|---|---|---|
| | | £10.6478 per share | 135 |

| d) | Aggregated information<br><br>- Aggregated volume<br><br>- Price | <br><br>Aggregated volume: 135<br><br>Aggregated price: £1,437.45 |
|---|---|---|
| e) | Date of the transaction | 16 September 2024 |
| f) | Place of the transaction | London Stock Exchange (XLON) |

END


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