

**PEARSON PLC**  
**(the "Company")**

**Notification of Director and PDMRs' Interests**

Below are details of purchases (made under the Company's Non-Executive Directors' Share Purchase Plan) of Pearson plc ordinary shares of 25p each and American Depositary Receipts (ADRs) made on the London and New York Stock Exchanges on behalf of the Company's Chair, Deputy Chair and Senior Independent Director, and Non-Executive Directors on 30 September 2024:

| <b>Name of Director</b> | <b>No. of Shares Purchased</b> | <b>Price per Share*</b> | <b>Total Holding Following Notification</b> |
|-------------------------|--------------------------------|-------------------------|---|
| Sherry Coutu            | 922                            | £10.17                  | 17,787                                      |
| Alison Dolan            | 288                            | £10.17                  | 1,450                                       |
| Graeme Pitkethly        | 2,209                          | £10.17                  | 15,497                                      |
| Annette Thomas          | 370                            | £10.17                  | 5,275                                       |

| <b>Name of Director</b> | <b>No. of ADRs Purchased</b> | <b>Price per ADR*</b> | <b>Total Holding Following Notification</b> |
|-------------------------|------------------------------|-----------------------|---|
| Alex Hardiman           | 305                          | \$13.59               | 1,867                                       |
| Omid Kordestani         | 6,834                        | \$13.59               | 86,086                                      |
| Esther Lee              | 367                          | \$13.59               | 4,773                                       |

\* rounded to two decimal places.

The following notifications, made in accordance with the requirements of the UK Market Abuse Regulation, give further detail.



**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   | Sherry Coutu   |           |
| <b>2</b> | <b>Reason for the notification</b>   |  |           |
| a)       | Position/status  | Non-Executive Director   |           |
| 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<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 Non-Executive Directors' Share Purchase Plan |           |
| c)       | Price(s) and volume(s)   | Price(s)   | Volume(s) |
|          |  | Purchase price: £10.165 per share  | 922       |
| d)       | Aggregated information<br><br>- Aggregated volume<br><br>- Price   | Aggregated volume: 922 shares<br><br>Aggregated price: £9,372.13                       |           |
| e)       | Date of the transaction  | 30 September 2024  |           |
| f)       | Place of the transaction   | London Stock Exchange (XLON)   |           |



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|----------|--|--|-----------|
| <b>1</b> | <b>Details of the person discharging managerial responsibilities/person closely associated</b>   |  |           |
| a)       | Name   | Alison Dolan   |           |
| <b>2</b> | <b>Reason for the notification</b>   |  |           |
| a)       | Position/status  | Non-Executive Director   |           |
| 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  | Purchase of shares arising from Company's Non-Executive Directors' Share Purchase Plan |           |
| c)       | Price(s) and volume(s)   | Price(s)   | Volume(s) |
|          |  | Purchase price: £10.165 per share  | 288       |
| d)       | Aggregated information   |  |           |
|          | - Aggregated volume  | Aggregated volume: 288 shares  |           |
|          | - Price  | Aggregated price: £2,927.52  |           |
| e)       | Date of the transaction  | 30 September 2024  |           |
| f)       | Place of the transaction   | London Stock Exchange (XLON)   |           |

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| <b>1</b> | <b>Details of the person discharging managerial responsibilities/person closely associated</b>   |   |  |
| a)       | Name   | Graeme Pitkethly                                |  |
| <b>2</b> | <b>Reason for the notification</b>   |   |  |
| a)       | Position/status  | Deputy Chair and Senior Independent Director    |  |
| 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 | Purchase of shares arising from Company's Non-Executive Directors' Share Purchase Plan            |           |
| c) | Price(s) and volume(s)    | Price(s)  | Volume(s) |
|    |                           | Purchase price: £10.165 per share   | 2,209     |
| d) | Aggregated information    | - Aggregated volume<br>Aggregated volume: 2,209 shares<br>- Price<br>Aggregated price: £22,454.49 |           |
| e) | Date of the transaction   | 30 September 2024   |           |
| f) | Place of the transaction  | London Stock Exchange (XLON)  |           |



|          |  |  |           |
|----------|--|--|-----------|
| <b>1</b> | <b>Details of the person discharging managerial responsibilities/person closely associated</b>   |  |           |
| a)       | Name   | Annette Thomas   |           |
| <b>2</b> | <b>Reason for the notification</b>   |  |           |
| a)       | Position/status  | Non-Executive Director   |           |
| 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  | Purchase of shares arising from Company's Non-Executive Directors' Share Purchase Plan |           |
| c)       | Price(s) and volume(s)   | Price(s)   | Volume(s) |
|          |  | Purchase price: £10.165 per share  | 370       |
| d)       | Aggregated information   |  |           |
|          | - Aggregated volume  | Aggregated volume: 370 shares  |           |
|          | - Price  | Aggregated price: £3,761.05  |           |
| e)       | Date of the transaction  | 30 September 2024  |           |
| f)       | Place of the transaction   | London Stock Exchange (XLON)   |           |



|          |  |   |           |
|----------|--|---|-----------|
| <b>1</b> | <b>Details of the person discharging managerial responsibilities/person closely associated</b>   |   |           |
| a)       | Name   | Alex Hardiman   |           |
| <b>2</b> | <b>Reason for the notification</b>   |   |           |
| a)       | Position/status  | Non-Executive Director  |           |
| 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<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 rising from Company's Non-Executive Directors' Share Purchase Plan   |           |
| c)       | Price(s) and volume(s)   | Price(s)  | Volume(s) |
|          |  | Purchase price: \$13.59 per ADR   | 305       |
| d)       | Aggregated information<br><br>- Aggregated volume<br><br>- Price   | Aggregated volume: 305 ADRs<br><br>Aggregated price: \$4,144.95   |           |
| e)       | Date of the transaction  | 30 September 2024   |           |
| f)       | Place of the transaction   | New York Stock Exchange (XNYS)  |           |

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|----------|--|--|--|
| <b>1</b> | <b>Details of the person discharging managerial responsibilities/person closely associated</b>   |  |  |
| a)       | Name   | Omid Kordestani  |  |
| <b>2</b> | <b>Reason for the notification</b>   |  |  |
| a)       | Position/status  | Chair  |  |
| 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   | American Depositary Receipts (ADRs) in Pearson plc, each ADR |  |

|    |                                |  |           |
|----|--------------------------------|--|-----------|
|    | instrument, type of instrument | represents one ordinary share of 25 pence in Pearson plc                             |           |
|    | Identification code            | ISIN: US7050151056   |           |
| b) | Nature of the transaction      | Purchase of ADRs arising from Company's Non-Executive Directors' Share Purchase Plan |           |
| c) | Price(s) and volume(s)         | Price(s)   | Volume(s) |
|    |                                | Purchase price: \$13.59 per ADR  | 6,834     |
| d) | Aggregated information         |  |           |
|    | - Aggregated volume            | Aggregated volume: 6,834 ADRs  |           |
|    | - Price                        | Aggregated price: \$92,874.06  |           |
| e) | Date of the transaction        | 30 September 2024  |           |
| f) | Place of the transaction       | New York Stock Exchange (XNYS)   |           |



|          |  |   |           |
|----------|--|---|-----------|
| <b>1</b> | <b>Details of the person discharging managerial responsibilities/person closely associated</b>   |   |           |
| a)       | Name   | Esther Lee  |           |
| <b>2</b> | <b>Reason for the notification</b>   |   |           |
| a)       | Position/status  | Non-Executive Director  |           |
| 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  | American Depositary Receipts (ADRs) in Pearson plc, each ADR represents one ordinary share of 25 pence in Pearson plc |           |
|          | Identification code  | ISIN: US7050151056  |           |
| b)       | Nature of the transaction  | Purchase of ADRs arising from Company's Non-Executive Directors' Share Purchase Plan                                  |           |
| c)       | Price(s) and volume(s)   | Price(s)  | Volume(s) |
|          |  | Purchase price: \$13.59 per ADR   | 367       |
| d)       | Aggregated information   | - Aggregated volume<br>Aggregated volume: 367 ADRs<br><br>- Price<br>Aggregated price: \$4,987.53                     |           |
| e)       | Date of the transaction  | 30 September 2024   |           |
| f)       | Place of the transaction   | New York Stock Exchange (XNYS)  |           |

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