



NEWS RELEASE

Pearson and ServiceNow collaborate to supercharge workforce development and employee experiences in the age of AI

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Global, multi-year deal to accelerate the identification, development, and validation of skills to help employees and organizations prepare for the future of work

LONDON and SANTA CLARA, Calif. – Oct. 23, 2024 – Pearson (FTSE: PSON.L), the world's lifelong learning company, and **ServiceNow** (NYSE: NOW), the AI platform for business transformation, today announced a global collaboration to supercharge workforce development and employee experiences in the age of AI. In the first phase of the multi-year deal, ServiceNow will collaborate with Pearson on research and insights that analyze how emerging technology will impact the global workforce and will use Credly by Pearson to issue accreditation and track skills development. Pearson will use ServiceNow's AI-powered Now Platform to boost employee productivity, efficiency, and talent retention.

The World Economic Forum estimates that a billion people will need reskilling by 2030.¹ As AI technologies rapidly transform our economies and societies, employees and organizations need technology skills to prepare for the future of work and bridge a growing skills gap. This three-year deal will build on a shared commitment between ServiceNow and Pearson to help close this skills gap, increase productivity, drive competitiveness, and help people make progress in their lives.

Enabling employees and organizations to thrive in an AI future

In the first phase of this engagement, ServiceNow and Pearson plan to collaborate on the following:

- ServiceNow will collaborate with Pearson on research that analyzes how emerging technologies will impact the global workforce, including which jobs will be affected, which skills will be automated, which roles will be in demand, and how leaders can reskill their workforces to future-proof their businesses.
- ServiceNow will integrate Pearson's Credly solution into its platform to transform how it issues accreditation, tracks skills development, and helps people accelerate their careers.
- Pearson is expanding its use of the ServiceNow platform to build enriching learning experiences at scale and deliver sustainable, profitable revenue growth. Now Assist GenAI capabilities will help boost employee productivity and efficiency, while ServiceNow HR Service Delivery and Talent Development will support employees from hire to retire and, ultimately, improve talent retention and drive business growth.
- Pearson will also use ServiceNow Source-to-Pay Operations to streamline the supplier onboarding process, from intake to completion, leading to simplified employee experiences.
- Throughout the deal, Pearson and ServiceNow will collaborate further on technology and processes that help organizations around the world enhance workforce productivity, agility, and adaptability, while increasing employee engagement, satisfaction and career opportunities.

"AI and technology are moving at a breathtaking pace, and we need learning and skills development to move just as fast. This deal lays the foundation for a long-term collaboration to address this challenge and help unlock significant value across organizations. Combining the expertise of Pearson and ServiceNow will bring a step change in the way people progress their career journey in a world that is being redefined by AI," said Vishaal Gupta, president of workforce skills, Pearson.

"As AI influences the global economy, widens talent gaps, and drives workforce transformation, ServiceNow is uniquely positioned to shape the future of work," said Jayney Howson, senior vice president, global learning and development, ServiceNow. "We believe AI will usher in a human renaissance – unlocking new opportunities, fostering innovation, and unleashing creativity for our people and the broader tech ecosystem. Embracing this renaissance requires a distinct focus on training, upskilling, and reskilling. Our collaboration with Pearson will advance this mission at ServiceNow, helping us not only attract and nurture top talent but also powering an ecosystem of future-ready individuals for the AI-driven world."

Today's announcement is part of Pearson's ongoing strategic commitment to the enterprise and workforce skills market. Pearson's **Workforce Skills** division is focused on preparing individuals and organizations for the future of work. Pearson's enterprise focused businesses help people build high demand skills and provide organizations with solutions for strategic workforce planning, digital credentialing, role assessments, and GED education.

ServiceNow is on a journey to create an innovative learner experience built around a unified profile that knows a person's skills, experience, and aspirations to deliver predictive, personalized, pertinent learning, at the point of need – for customers, partners, employees, and the broader technology ecosystem. This is done through programs

like ServiceNow University, as well as with products, including **Talent Development**, which harnesses the power of AI and skills intelligence to proactively guide and develop talent while strategically planning for future workforce needs.

¹Reskilling Revolution: Preparing 1 billion people for tomorrow's economy, WEF, September 10, 2024

About Pearson

At Pearson, our purpose is simple: to help people realize the life they imagine through learning. We believe that every learning opportunity is a chance for a personal breakthrough. That's why our c. 18,000 Pearson employees are committed to creating vibrant and enriching learning experiences designed for real-life impact. We are the world's lifelong learning company, serving customers in nearly 200 countries with digital content, assessments, qualifications, and data. For us, learning isn't just what we do. It's who we are. Visit us at [pearsonplc.com](https://www.pearsonplc.com).

About ServiceNow

ServiceNow (NYSE: NOW) is putting AI to work for people. We move with the pace of innovation to help customers transform organizations across every industry while upholding a trustworthy, human centered approach to deploying our products and services at scale. Our AI platform for business transformation connects people, processes, data, and devices to increase productivity and maximize business outcomes. For more information, visit: www.servicenow.com.

ServiceNow Forward Looking Statements

This press release contains "forward looking statements" about the expectations, beliefs, plans, and intentions relating to its agreement with Pearson. Such statements include statements regarding future product capabilities and offerings and expected benefits to ServiceNow. Forward looking statements are subject to known and unknown risks and uncertainties and are based on potentially inaccurate assumptions that could cause actual results to differ materially from those expected or implied by the forward looking statements. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, ServiceNow's results could differ materially from the results expressed or implied by the forward looking statements made. ServiceNow undertakes no obligation, and does not intend, to update the forward looking statements. Factors that may cause actual results to differ materially from those in any forward looking statements include: (i) delays and unexpected difficulties and expenses in executing the partnership or delivering the product capabilities and offerings, (ii) changes in the regulatory landscape related to AI and (iii) uncertainty as to whether sales will justify the investments in the product capabilities and offerings. Further information on factors that could affect ServiceNow's financial and other results is included in the filings ServiceNow makes with the Securities and Exchange Commission from time to time.

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