

ITV plc
 10 March 2023

NOTIFICATION OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES

The information set out below is provided in accordance with the requirements of Article 19(3) of the EU Market Abuse Regulation No 596/2014.

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1	Details of the person discharging managerial responsibilities/person closely associated											
a)	Name	Mark Smith										
2	Reason for the notification											
a)	Position/status	Chief Information Officer										
b)	Initial notification/Amendment	Initial notification										
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor											
a)	Name	ITV plc										
b)	LEI	ZLECI7ED2QMWFGYCXZ59										
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 Identification code	Ordinary shares of 10 pence ISIN: GB0033986497										
b)	Nature of the transaction	A release of share awards granted on 28 March 2022 under the ITV plc Performance Share Plan and a sale to cover income tax and national insurance liabilities.										
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>Acquisition of shares on vesting of award</td> <td>Nil</td> <td>89,289</td> </tr> <tr> <td>Sale of shares to satisfy income tax and NIC liability</td> <td>89.473p</td> <td>41,966</td> </tr> </tbody> </table>			Price(s)	Volume(s)	Acquisition of shares on vesting of award	Nil	89,289	Sale of shares to satisfy income tax and NIC liability	89.473p	41,966
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Acquisition of shares on vesting of award	Nil	89,289										
Sale of shares to satisfy income tax and NIC liability	89.473p	41,966										
d)	Aggregated information - Aggregated volume - Price	<u>Vesting</u> Volume 89,289 Price GBP Nil <u>Sale</u> Volume 41,966 Price GBP 89.743p										
e)	Date of the transaction	9 March 2023										
f)	Place of the transaction	London Stock Exchange, Main Market (XLON)										

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