

RNS Number : 1547U  
ITV PLC  
24 March 2023

ITV plc

24 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   | Paul Moore   |                  |
| 2 Reason for the notification   |  |  |                  |
| a)  | Position/status  | Group Communications & Corporate Affairs Director  |                  |
| 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  | ZLECI7ED2QMWFYGCXZ59   |                  |
| 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>Identification code | Ordinary shares of 10 pence<br>ISIN: GB0033986497  |                  |
| b)  | Nature of the transaction  | A release of share awards granted on 28 March 2019 under the ITV plc Performance Share Plan and a sale to cover income tax and national insurance liabilities. |                  |
| c)  | Price(s) and volume(s)   |  |                  |
|   |  |  |                  |
|   |  | <b>Price(s)</b>  | <b>Volume(s)</b> |
|   | Acquisition of shares on vesting of award  | Nil  | 78,446           |
|   | Sale of shares to satisfy income tax and NIC liability                             | 81.5362p   | 36,870           |
| d)  | Aggregated information<br>- Aggregated volume<br>- Price                           | <u>Vesting</u><br>Volume 78,446<br>Price GBP Nil<br><br><u>Sale</u><br>Volume 36,870<br>Price GBP 81.5362p   |                  |
| e)  | Date of the transaction  | 23 March 2023  |                  |
| f)  | Place of the transaction   | London Stock Exchange, Main Market (XLON)  |                  |

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