

31 March 2023

ITV plc

**NOTIFICATION OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES**

ITV plc ('the Company') announces that a PDMR has acquired shares in the Company. The notification below is made in accordance with the requirements of the UK Market Abuse Regulation, and gives details of the transaction.

For further details, please contact:

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<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name	Mary Harris	
<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	ITV plc	
b)	LEI	ZLECI7ED2QMWFQYCXZ59	
<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 Identification code	Ordinary shares of 10 pence ISIN: GB0033986497	
b)	Nature of the transaction	Acquisition of shares under an arrangement by which the Non-executive Director uses 25% of their annual fees, after statutory deductions and associated costs, to acquire shares in the Company on a quarterly basis.	
c)	Price(s) and volume(s)	<b>Price(s)</b>	<b>Volume(s)</b>
		83.531p	3,238
d)	Aggregated information - Aggregated volume - Price	n/a (single transaction)	
e)	Date of the transaction	31 March 2023	
f)	Place of the transaction	London Stock Exchange, Main Market (XLON)	

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