

ITV plc

11 April 2023

NOTIFICATION OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES

The Company made awards over ordinary shares to PDMRs under the ITV plc Performance Share Plan and the ITV plc Deferred Share Award Plan.

In accordance with the terms, these awards have been released. The notifications below are made in accordance with the requirements of the EU Market Abuse Regulation, and give details of the transactions.

For further details, please contact:

Investor Relations

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Media Relations

Jenny Cummins +44 7595 106670

LEI for ITV plc - ZLECI7ED2QMWFGYCXZ59

1	Details of the person discharging managerial responsibilities/person closely associated												
a)	Name		Magnus Brooke										
2	Reason for the notification												
a)	Position/status		Director of Strategy, Policy & Regulation										
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		Ordinary shares of 10 pence										
	Identification code		ISIN: GB0033986497										
b)	Nature of the transaction		A release of share awards granted on 6 April 2020 under the ITV plc Performance Share Plan and a sale, including to cover income tax and national insurance liabilities.										
c)	Price(s) and volume(s)		<table><tr><td></td><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>Acquisition of shares on vesting of award</td><td>Nil</td><td>52,903</td></tr><tr><td>Sale of shares, including to cover income tax and NIC liability</td><td>80.8153p</td><td>24,865</td></tr></table>			Price(s)	Volume(s)	Acquisition of shares on vesting of award	Nil	52,903	Sale of shares, including to cover income tax and NIC liability	80.8153p	24,865
	Price(s)	Volume(s)											
Acquisition of shares on vesting of award	Nil	52,903											
Sale of shares, including to cover income tax and NIC liability	80.8153p	24,865											
d)	Aggregated information <ul style="list-style-type: none">- Aggregated volume- Price		<u>Vesting</u> Volume 52,903 Price GBP Nil <u>Sale</u> Volume 24,865 Price GBP 80.8153p										
e)	Date of the transaction		6 April 2023										
f)	Place of the transaction		London Stock Exchange, Main Market (VLM)										

1)	Place of the transaction	London Stock Exchange, Main Market (XLON)
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1	Details of the person discharging managerial responsibilities/person closely associated			
a)	Name	Julian Bellamy		
2	Reason for the notification			
a)	Position/status	Managing Director, ITV Studios		
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	ZLECI7ED2QMWFQYCXZ59		
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 6 April 2023 under the ITV plc Deferred Share Award Plan and the ITV plc Performance Share Plan, and a sale to cover income tax and national insurance liabilities.		
c)	Price(s) and volume(s)		Price(s)	Volume(s)
		Acquisition of shares on vesting of award	Nil	829,304
		Sale of shares to satisfy income tax and NIC liability	80.8153p	389,774
d)	Aggregated information - Aggregated volume - Price	Vesting Volume 829,304 Price GBP Nil Sale Volume 389,774 Price GBP 80.8153p		
e)	Date of the transaction	6 April 2023		
f)	Place of the transaction	London Stock Exchange, Main Market (XLON)		

1	Details of the person discharging managerial responsibilities/person closely associated								
a)	Name	Chris Kennedy							
2	Reason for the notification								
a)	Position/status	Chief Operating Officer & Chief Finance 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	ZLECI7ED2QMWFQYCXZ59							
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 6 April 2020 under the ITV plc Deferred Share Award Plan, and a sale to cover income tax and national insurance liabilities.							
c)	Price(s) and volume(s)	<table><tr><td></td><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>Acquisition of shares on vesting of</td><td>Nil</td><td>389,111</td></tr></table>			Price(s)	Volume(s)	Acquisition of shares on vesting of	Nil	389,111
	Price(s)	Volume(s)							
Acquisition of shares on vesting of	Nil	389,111							

		award Sale of shares to satisfy income tax and NIC liability	80.8153p	182,883
d)	Aggregated information - Aggregated volume - Price	<u>Vesting</u> Volume 389,111 Price GBP Nil <u>Sale</u> Volume 182,883 Price GBP 80.8153p		
e)	Date of the transaction	6 April 2023		
f)	Place of the transaction	London Stock Exchange, Main Market (XLON)		

1	Details of the person discharging managerial responsibilities/person closely associated				
a)	Name		Kevin Lygo		
2	Reason for the notification				
a)	Position/status		Managing Director, Media and Entertainment		
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 Identification code		Ordinary shares of 10 pence ISIN: GB0033986497		
b)	Nature of the transaction		A release of share awards granted on 6 April 2020 under the ITV plc Deferred Share Award Plan and the ITV plc Performance Share Plan, and a sale to cover income tax and national insurance liabilities.		
c)	Price(s) and volume(s)			Price(s)	Volume(s)
			Acquisition of shares on vesting of award	Nil	912,979
			Sale of shares to satisfy income tax and NIC liability	80.8153p	429,101
d)	Aggregated information - Aggregated volume - Price		Vesting Volume 912,979 Price GBP Nil Sale Volume 429,101 Price GBP 80.8153p		
e)	Date of the transaction		6 April 2023		
f)	Place of the transaction		London Stock Exchange, Main Market (XLON)		

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Carolyn McCall
2	Reason for the notification	
a)	Position/status	Chief Executive
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	ZLECI7ED2QMWFQYCXZ59									
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 6 April 2020 under the ITV plc Deferred Share Award 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>692,767</td></tr> <tr> <td>Sale of shares to satisfy income tax and NIC liability</td><td>80.8153p</td><td>325,601</td></tr> </tbody> </table>		Price(s)	Volume(s)	Acquisition of shares on vesting of award	Nil	692,767	Sale of shares to satisfy income tax and NIC liability	80.8153p	325,601
	Price(s)	Volume(s)									
Acquisition of shares on vesting of award	Nil	692,767									
Sale of shares to satisfy income tax and NIC liability	80.8153p	325,601									
d)	Aggregated information - Aggregated volume - Price	<u>Vesting</u> Volume 692,767 Price GBP Nil <u>Sale</u> Volume 325,601 Price GBP 80.8153p									
e)	Date of the transaction	6 April 2023									
f)	Place of the transaction	London Stock Exchange, Main Market (XLON)									

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	ZLECI7ED2QMWFQYCXZ59									
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 6 April 2020 under the ITV plc Deferred Share Award Plan and 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>349,703</td></tr> <tr> <td>Sale of shares to satisfy income tax and NIC liability</td><td>80.8153p</td><td>164,361</td></tr> </tbody> </table>		Price(s)	Volume(s)	Acquisition of shares on vesting of award	Nil	349,703	Sale of shares to satisfy income tax and NIC liability	80.8153p	164,361
	Price(s)	Volume(s)									
Acquisition of shares on vesting of award	Nil	349,703									
Sale of shares to satisfy income tax and NIC liability	80.8153p	164,361									
d)	Aggregated information - Aggregated volume - Price	<u>Vesting</u> Volume 349,703 Price GBP Nil <u>Sale</u> Volume 164,361 Price GBP 80.8153p									
e)	Date of the transaction	6 April 2023									

f)	Place of the transaction	London Stock Exchange, Main Market (XLON)
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1	Details of the person discharging managerial responsibilities/person closely associated												
a)	Name		Kyla Mullins										
2	Reason for the notification												
a)	Position/status		General Counsel and Company Secretary										
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 6 April 2020 under the ITV plc Performance Share Plan and the ITV Deferred Share Award Plan, and a sale to cover income tax and national insurance liabilities										
c)	Price(s) and volume(s)		<table><tr><td></td><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>Acquisition of shares on vesting of award</td><td>Nil</td><td>558,568</td></tr><tr><td>Sale of shares to satisfy income tax and NIC liability</td><td>80.8153p</td><td>262,528</td></tr></table>			Price(s)	Volume(s)	Acquisition of shares on vesting of award	Nil	558,568	Sale of shares to satisfy income tax and NIC liability	80.8153p	262,528
	Price(s)	Volume(s)											
Acquisition of shares on vesting of award	Nil	558,568											
Sale of shares to satisfy income tax and NIC liability	80.8153p	262,528											
d)	Aggregated information - Aggregated volume - Price		<u>Vesting</u> Volume 558,568 Price GBP Nil <u>Sale</u> Volume 262,528 Price GBP 80.8153p										
e)	Date of the transaction		6 April 2023										
f)	Place of the transaction		London Stock Exchange, Main Market (XLON)										

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	David Osborn
2	Reason for the notification	
a)	Position/status	Chief People 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 6 April 2020 under the ITV plc Deferred Share Award Plan and the ITV plc Performance Share Plan, and a sale to cover income tax and national insurance liabilities

c)	Price(s) and volume(s)	<table> <tr> <th></th><th>Price(s)</th><th>Volume(s)</th></tr> <tr> <td>Acquisition of shares on vesting of award</td><td>Nil</td><td>401,881</td></tr> <tr> <td>Sale of shares to satisfy income tax and NIC liability</td><td>80.8153p</td><td>188,885</td></tr> </table>		Price(s)	Volume(s)	Acquisition of shares on vesting of award	Nil	401,881	Sale of shares to satisfy income tax and NIC liability	80.8153p	188,885
	Price(s)	Volume(s)									
Acquisition of shares on vesting of award	Nil	401,881									
Sale of shares to satisfy income tax and NIC liability	80.8153p	188,885									
d)	Aggregated information - Aggregated volume - Price	<u>Vesting</u> Volume 401,881 Price GBP Nil <u>Sale</u> Volume 188,885 Price GBP 80.8153p									
e)	Date of the transaction	6 April 2023									
f)	Place of the transaction	London Stock Exchange, Main Market (XLON)									

1	Details of the person discharging managerial responsibilities/person closely associated												
a)	Name		Rufus Radcliffe										
2	Reason for the notification												
a)	Position/status		Managing Director, Streaming, Interactive and Data										
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		ZLECI7ED2QMWFQYCXZ59										
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 6 April 2020 under the ITV plc Deferred Share Award Plan and the ITV plc Performance Share Plan, and a sale to cover income tax and national insurance liabilities.										
c)	Price(s) and volume(s)		<table><tr><td></td><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>Acquisition of shares on vesting of award</td><td>Nil</td><td>451,110</td></tr><tr><td>Sale of shares to satisfy income tax and NIC liability</td><td>80.8153p</td><td>212,023</td></tr></table>			Price(s)	Volume(s)	Acquisition of shares on vesting of award	Nil	451,110	Sale of shares to satisfy income tax and NIC liability	80.8153p	212,023
	Price(s)	Volume(s)											
Acquisition of shares on vesting of award	Nil	451,110											
Sale of shares to satisfy income tax and NIC liability	80.8153p	212,023											
d)	Aggregated information - Aggregated volume - Price		<u>Vesting</u> Volume 451,110 Price GBP Nil <u>Sale</u> Volume 212,023 Price GBP 80.8153p										
e)	Date of the transaction		6 April 2023										
f)	Place of the transaction		London Stock Exchange, Main Market (XLON)										

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Ade Rawcliffe
2	Reason for the notification	
a)	Position/status	Group Director of Diversity and Inclusion

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 6 April 2020 under the ITV plc Performance Share Plan and a sale, including to cover income tax and national insurance liabilities.		
c)	Price(s) and volume(s)		Price(s)	Volume(s)
		Acquisition of shares on vesting of award	Nil	22,571
		Sale of shares to satisfy income tax and NIC liability	80.8153p	10,609
d)	Aggregated information - Aggregated volume - Price	<u>Vesting</u> Volume 22,571 Price GBP Nil <u>Sale</u> Volume 10,609 Price GBP 80.8153p		
e)	Date of the transaction	6 April 2023		
f)	Place of the transaction	London Stock Exchange, Main Market (XLON)		

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										
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	Price(s)	Volume(s)										
Acquisition of shares on vesting of award	Nil	393,154										
Sale of shares to satisfy income tax and NIC liability	80.8153p	184,783										
d)	Aggregated information - Aggregated volume - Price	<u>Vesting</u> Volume 393,154 Price GBP Nil										

		<u>Sale</u> Volume 184,783 Price GBP 80.8153p
e)	Date of the transaction	6 April 2023
f)	Place of the transaction	London Stock Exchange, Main Market (XLON)

1	Details of the person discharging managerial responsibilities/person closely associated												
a)	Name		Kelly Williams										
2	Reason for the notification												
a)	Position/status		Managing Director, Commercial										
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		ZLECI7ED2QMWFQYCXZ59										
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c)	Price(s) and volume(s)		<table><tr><td></td><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>Acquisition of shares on vesting of award</td><td>Nil</td><td>623,108</td></tr><tr><td>Sale of shares to satisfy income tax and NIC liability</td><td>80.8153p</td><td>292,862</td></tr></table>			Price(s)	Volume(s)	Acquisition of shares on vesting of award	Nil	623,108	Sale of shares to satisfy income tax and NIC liability	80.8153p	292,862
	Price(s)	Volume(s)											
Acquisition of shares on vesting of award	Nil	623,108											
Sale of shares to satisfy income tax and NIC liability	80.8153p	292,862											
d)	Aggregated information - Aggregated volume - Price		<u>Vesting</u> Volume 623,108 Price GBP Nil <u>Sale</u> Volume 292,862 Price GBP 80.8153p										
e)	Date of the transaction		6 April 2023										
f)	Place of the transaction		London Stock Exchange, Main Market (XLON)										

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