

**ITV plc ("the Company")**  
**Director/PDMR Shareholding**

12 March 2024

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	Sharmila Nebhrajani				
<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	Ordinary shares of 10 pence				
	Identification code	ISIN: GB0033986497				
b)	Nature of the transaction	Purchase of shares				
c)	Price(s) and volume(s)	<table border="1"><thead><tr><th>Price(s)</th><th>Volume(s)</th></tr></thead><tbody><tr><td>70.8312 pence</td><td>11,238</td></tr></tbody></table>	Price(s)	Volume(s)	70.8312 pence	11,238
Price(s)	Volume(s)					
70.8312 pence	11,238					
d)	Aggregated information	n/a (single transaction)				
	- Aggregated volume					
	- Price					
e)	Date of the transaction	12 March 2024				
f)	Place of the transaction	London Stock Exchange, Main Market (XLON)				

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