

28 March 2024

ITV plc - Share Awards

In accordance with DTR 3.1.2, ITV announces details of the awards under the ITV Executive Share Plan (ESP) and ITV Deferred Share Award Plan (DSA) which were made on 28 March 2024 as set out below.

	DSA awards	ESP awards	ESP buy-out awards
	Note a.	Note b.	Note c.
Julian Bellamy	311,015	672,379	n/a
Magnus Brooke	99,963	291,437	n/a
Simon Farnsworth	n/a	540,173	137,187
Chris Kennedy ¹	307,683	1,149,160	n/a
Kevin Lygo	269,031	978,006	n/a
Carolyn McCall ¹	469,122	1,891,759	n/a
Paul Moore	108,453	321,243	n/a
Kyla Mullins	183,395	435,289	n/a
David Osborn	129,594	366,753	n/a
Ade Rawcliffe	77,284	255,426	n/a
Kelly Williams	217,694	712,730	n/a

Notes:

- a. **DSA** - These awards were made as restricted shares and the amount awarded was based on the achievement of performance targets under annual bonus arrangements in respect of the period 1 January 2023 to 31 December 2023. Under the rules of the DSA the shares will not release until 28 March 2027.
- b. **ESP** - The awards are over nil-cost options that will vest and become exercisable on 28 March 2027, subject to the satisfaction of a performance underpin. Awards to Executive Directors¹ will vest on 28 March 2027 but will be subject to a further two-year holding period and become exercisable from 28 March 2029. The Remuneration Committee retains full discretion to reduce vesting levels of the awards (including to nil), based on the performance of the Group over the period, taking into account all relevant factors.
- c. **ESP buy-out** - The award is over nil-cost options that will cliff vest in two equal tranches on 28 March 2025 and 28 March 2026.

The awards are over nil-cost options and were granted using a three-day average share price, which was 72.89 pence.

Further information can be found in the Remuneration report in the Annual Report and Accounts for the year ended 31 December 2023 available on the Company's website at www.itvplc.com/investors/results-centre

The below notifications, made in accordance with the requirements of the EU Market Abuse Regulation, give further detail on the transactions.

For further enquiries please contact:

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Media Relations

Laura Wootton [+442071 573056](tel:+442071573056)

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	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	An award of shares under the DSA and ESP.										
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>Award under DSA</td> <td>Nil</td> <td>311,015</td> </tr> <tr> <td>Award under ESP</td> <td>Nil</td> <td>672,379</td> </tr> </tbody> </table>			Price(s)	Volume(s)	Award under DSA	Nil	311,015	Award under ESP	Nil	672,379
	Price(s)	Volume(s)										
Award under DSA	Nil	311,015										
Award under ESP	Nil	672,379										
d)	Aggregated information - Aggregated volume - Price	983,394 Nil										
e)	Date of the transaction	28 March 2024										
f)	Place of the transaction	London Stock Exchange, Main Market (XLON)										

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 and Regulatory Affairs										
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										
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	Price(s)	Volume(s)										
Award under DSA	Nil	99,963										
Award under ESOP	Nil	291,437										
d)	Aggregated information - Aggregated volume - Price	391,400 Nil										
e)	Date of the transaction	28 March 2024										
f)	Place of the transaction	London Stock Exchange, Main Market (XLON)										

1	Details of the person discharging managerial responsibilities/person closely associated								
a)	Name	Simon Farnsworth							
2	Reason for the notification								
a)	Position/status	Chief Technology 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	ZLECI7ED2QMWFYGCXZ59							
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	Price(s)	Volume(s)							
Award under ESP	Nil	677,360							

d)	Aggregated information - Aggregated volume - Price	677,360 Nil
e)	Date of the transaction	28 March 2024
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	Group CFO and COO									
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	ZLECI7ED2QMWFYCYXZ59									
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	Price(s)	Volume(s)									
Award under DSA	Nil	307,683									
Award under ESP	Nil	1,149,160									
d)	Aggregated information - Aggregated volume - Price	1,456,843 Nil									
e)	Date of the transaction	28 March 2024									
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	ZLECI7ED2QMWFYCYXZ59									
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	Price(s)	Volume(s)									
Award under DSA	Nil	269,031									
Award under ESP	Nil	978,006									
d)	Aggregated information - Aggregated volume - Price	1,247,037 Nil									
e)	Date of the transaction	28 March 2024									
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	ZLECI7ED2QMWFYCYXZ59
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a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 10 pence ISIN: GB0033986497	
b)	Nature of the transaction	An award of shares under the DSA and ESP.	
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		Award under DSA	Nil
	Award under ESP	Nil	1,891,759
d)	Aggregated information		
	- Aggregated volume	2,360,881	
	- Price	Nil	
e)	Date of the transaction	28 March 2024	
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 ZLECI7ED2QMWFYCYXZ59		
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 An award of shares under the DSA and ESP.		
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		Award under DSA	Nil
	Award under ESP	Nil	321,243
d)	Aggregated information		
	- Aggregated volume	429,696	
	- Price	Nil	
e)	Date of the transaction	28 March 2024	
f)	Place of the transaction	London Stock Exchange, Main Market (XLON)	

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 ZLECI7ED2QMWFYCYXZ59		
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 An award of shares under the DSA and ESP.		
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		Award under DSA	Nil
	Award under ESP	Nil	435,289
d)	Aggregated information		
	- Aggregated volume	618,684	
	- Price	Nil	
e)	Date of the transaction	28 March 2024	
f)	Place of the transaction	London Stock Exchange, Main Market (XLON)	

1 Details of the person discharging managerial responsibilities/person closely associated	
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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	ZLECI7ED2QMWFYCYXZ59	
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b)	Nature of the transaction	An award of shares under the DSA and ESP.	
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
	Award under DSA	Nil	129,594
	Award under ESP	Nil	366,753
d)	Aggregated information - Aggregated volume - Price	496,347 Nil	
e)	Date of the transaction	28 March 2024	
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	ZLECI7ED2QMWFYCYXZ59	
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b)	Nature of the transaction	An award of shares under the DSA and ESP.	
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
	Award under DSA	Nil	77,284
	Award under ESP	Nil	255,426
d)	Aggregated information - Aggregated volume - Price	322,710 Nil	
e)	Date of the transaction	28 March 2024	
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	ZLECI7ED2QMWFYCYXZ59	
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b)	Nature of the transaction	An award of shares under the DSA and ESP.	
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)

		Award under DSA	Nil	217,694
		Award under ESP	Nil	712,730
d)	Aggregated information			
	- Aggregated volume	930,424		
	- Price	Nil		
e)	Date of the transaction	28 March 2024		
f)	Place of the transaction	London Stock Exchange, Main Market (XLON)		

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