

2 December 2024

ITV plc

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

The Company has been notified that a PDMR has acquired ordinary shares of 10 pence each through their participation in the Dividend Reinvestment Plan. 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:

**Investor Relations**

**Investor Relations**

Pippa Foulds +44 7778 031097  
Faye Dipnarine +44 2071 576581

**Media Relations**

Paul Moore +447860 794444  
Laura Wootton +44 7917 862293

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	Purchase of shares under ITV's Dividend Reinvestment Plan.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		70.135 pence	2,920
d)	Aggregated information  - Aggregated volume  - Price	n/a (single transaction)	
e)	Date of the transaction	26 November 2024	
f)	Place of the transaction	London Stock Exchange, Main Market (XLON)	

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact [rns@seg.com](mailto:rns@seg.com) or visit [www.rns.com](http://www.rns.com).

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

DSHFSFFLEELSEIE