

ITV plc

2 April 2025

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

The Company made awards over ordinary shares to PDMRs under the ITV plc Executive Share Award 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**

Pippa Foulds +44 7778 031097  
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## **Media Relations**

Paul Moore +447860 794444  
Laura Wootton +44 7917 862293

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 28 March 2022 under the ITV plc Deferred Share Award Plan and the ITV plc Executive 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>230,632</td></tr><tr><td>Sale of shares, including to cover income tax and NIC liability</td><td>79.3757p</td><td>108,669</td></tr></table>			Price(s)	Volume(s)	Acquisition of shares on vesting of award	Nil	230,632	Sale of shares, including to cover income tax and NIC liability	79.3757p	108,669
	Price(s)	Volume(s)										
Acquisition of shares on vesting of award	Nil	230,632										
Sale of shares, including to cover income tax and NIC liability	79.3757p	108,669										
d)	Aggregated information <ul style="list-style-type: none"><li>Aggregated volume</li><li>Price</li></ul>	<u>Vesting</u> Volume 230,632 Price GBP Nil  <u>Sale</u> Volume 108,669 Price GBP 79.3757p										
e)	Date of the transaction	28 March 2025										

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	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	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 28 March 2022 under the ITV plc Deferred Share Award Plan and the ITV plc Executive 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>866,445</td></tr><tr><td>Sale of shares to satisfy income tax and NIC liability</td><td>79.3757p</td><td>408,251</td></tr></table>			Price(s)	Volume(s)	Acquisition of shares on vesting of award	Nil	866,445	Sale of shares to satisfy income tax and NIC liability	79.3757p	408,251
	Price(s)	Volume(s)										
Acquisition of shares on vesting of award	Nil	866,445										
Sale of shares to satisfy income tax and NIC liability	79.3757p	408,251										
d)	Aggregated information - Aggregated volume - Price	<u>Vesting</u> Volume 866,445 Price GBP Nil  <u>Sale</u> Volume 408,251 Price GBP 79.3757p										
e)	Date of the transaction	28 March 2025										
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		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 28 March 2022 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)			
			Price(s)	Volume(s)
	Acquisition of		Nil	367,120

		shares on vesting of award Sale of shares to satisfy income tax and NIC liability	79.3757p	172,979
d)	Aggregated information - Aggregated volume - Price	<u>Vesting</u> Volume 367,120 Price GBP Nil  <u>Sale</u> Volume 172,979 Price GBP 79.3757p		
e)	Date of the transaction	28 March 2025		
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	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 28 March 2022 under the ITV plc Deferred Share Award Plan and the ITV plc Executive 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>1,139,824</td></tr><tr><td>Sale of shares to satisfy income tax and NIC liability</td><td>79.3757p</td><td>536,461</td></tr></table>			Price(s)	Volume(s)	Acquisition of shares on vesting of award	Nil	1,139,824	Sale of shares to satisfy income tax and NIC liability	79.3757p	536,461
	Price(s)	Volume(s)										
Acquisition of shares on vesting of award	Nil	1,139,824										
Sale of shares to satisfy income tax and NIC liability	79.3757p	536,461										
d)	Aggregated information - Aggregated volume - Price	<u>Vesting</u> Volume 1,139,824 Price GBP Nil  <u>Sale</u> Volume 536,461 Price GBP 79.3757p										
e)	Date of the transaction	28 March 2025										
f)	Place of the transaction	London Stock Exchange, Main Market (XLON)										

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Carolyn McCall
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Chief Executive
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

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 28 March 2022 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 award</td><td>Nil</td><td>567,177</td></tr><tr><td>Sale of shares to satisfy income tax and NIC liability</td><td>79.3757p</td><td>267,242</td></tr></table>				Price(s)	Volume(s)	Acquisition of shares on vesting of award	Nil	567,177	Sale of shares to satisfy income tax and NIC liability	79.3757p	267,242
	Price(s)	Volume(s)											
Acquisition of shares on vesting of award	Nil	567,177											
Sale of shares to satisfy income tax and NIC liability	79.3757p	267,242											
d)	Aggregated information - Aggregated volume - Price	<u>Vesting</u> Volume 567,177 Price GBP Nil  <u>Sale</u> Volume 267,242 Price GBP 79.3757p											
e)	Date of the transaction	28 March 2025											
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	ZLECI7ED2QMWFQGYCXZ59										
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 28 March 2022 under the ITV plc Deferred Share Award Plan and the ITV plc Executive 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>390,207</td></tr><tr><td>Sale of shares to satisfy income tax and NIC liability</td><td>79.3757p</td><td>183,858</td></tr></table>			Price(s)	Volume(s)	Acquisition of shares on vesting of award	Nil	390,207	Sale of shares to satisfy income tax and NIC liability	79.3757p	183,858
	Price(s)	Volume(s)										
Acquisition of shares on vesting of award	Nil	390,207										
Sale of shares to satisfy income tax and NIC liability	79.3757p	183,858										
d)	Aggregated information - Aggregated volume - Price	<u>Vesting</u> Volume 390,207 Price GBP Nil  <u>Sale</u> Volume 183,858 Price GBP 79.3757p										
e)	Date of the transaction	28 March 2025										

e)	Date of the transaction	28 March 2025
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		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 28 March 2022 under the ITV plc Deferred Share Award Plan and the ITV plc Executive 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	558,932
			Sale of shares to satisfy income tax and NIC liability	79.3757p	263,357
d)	Aggregated information - Aggregated volume - Price		Vesting Volume 558,932 Price GBP Nil  Sale Volume 263,357 Price GBP 79.3757p		
e)	Date of the transaction		28 March 2025		
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	Group HR 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	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 28 March 2022 under the ITV plc Deferred Share Award Plan and the ITV plc Executive 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>447,172</td></tr> <tr> <td>Sale of shares to satisfy income tax and NIC liability</td><td>79.3757p</td><td>210,698</td></tr> </table>		Price(s)	Volume(s)	Acquisition of shares on vesting of award	Nil	447,172	Sale of shares to satisfy income tax and NIC liability	79.3757p	210,698
	Price(s)	Volume(s)									
Acquisition of shares on vesting of award	Nil	447,172									
Sale of shares to satisfy income tax and NIC liability	79.3757p	210,698									
d)	Aggregated information - Aggregated volume - Price	<u>Vesting</u> Volume 447,172 Price GBP Nil  <u>Sale</u> Volume 210,698 Price GBP 79.3757p									
e)	Date of the transaction	28 March 2025									
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		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 28 March 2022 under the ITV plc Deferred Share Award Plan and the ITV plc Executive 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	217,101
			Sale of shares to satisfy income tax and NIC liability	79.3757p	102,294
d)	Aggregated information - Aggregated volume - Price		<u>Vesting</u> Volume 217,101 Price GBP Nil  <u>Sale</u> Volume 102,294 Price GBP 79.3757p		
e)	Date of the transaction		28 March 2025		
f)	Place of the transaction		London Stock Exchange, Main Market (XLON)		

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Simon Farnsworth
<b>2</b>	<b>Reason for the notification</b>	

a)	Position/status	Chief Technology Officer									
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	A release of share awards granted on 28 March 2024 under the ITV plc Executive 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>73,263</td></tr> <tr> <td>Sale of shares to satisfy income tax and NIC liability</td><td>79.3757p</td><td>34,520</td></tr> </tbody> </table>		Price(s)	Volume(s)	Acquisition of shares on vesting of award	Nil	73,263	Sale of shares to satisfy income tax and NIC liability	79.3757p	34,520
	Price(s)	Volume(s)									
Acquisition of shares on vesting of award	Nil	73,263									
Sale of shares to satisfy income tax and NIC liability	79.3757p	34,520									
d)	Aggregated information - Aggregated volume - Price	<u>Vesting</u> Volume 73,263 Price GBP Nil  <u>Sale</u> Volume 34,520 Price GBP 79.3757p									
e)	Date of the transaction	28 March 2025									
f)	Place of the transaction	London Stock Exchange, Main Market (XLON)									

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>										
a)	Name	Kelly Williams									
<b>2</b>	<b>Reason for the notification</b>										
a)	Position/status	Managing Director, Commercial									
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	A release of share awards granted on 28 March 2022 under the ITV plc Deferred Share Award Plan and the ITV plc Executive Share Plan with all shares sold including 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>993,984</td></tr> <tr> <td>Sale of shares including to satisfy income tax and NIC liability</td><td>79.3757p</td><td>993,984</td></tr> </tbody> </table>		Price(s)	Volume(s)	Acquisition of shares on vesting of award	Nil	993,984	Sale of shares including to satisfy income tax and NIC liability	79.3757p	993,984
	Price(s)	Volume(s)									
Acquisition of shares on vesting of award	Nil	993,984									
Sale of shares including to satisfy income tax and NIC liability	79.3757p	993,984									

d)	Aggregated information - Aggregated volume - Price	<u>Vesting</u> Volume 993,984 Price GBP Nil  <u>Sale</u> Volume 993,984 Price GBP 79.3757p
e)	Date of the transaction	28 March 2025
f)	Place of the transaction	London Stock Exchange, Main Market (XLON)

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