



Transaction Details: ITV PLC

| Name of the Issuer | Identity Code of the Issuer | ISIN         | Intermediary Name                     | Identify Code of the Intermediary | Currency |
|--------------------|-----------------------------|--------------|---------------------------------------|-----------------------------------|----------|
| ITV PLC            | ZLEC7ED2QMWFGYCKZ59         | GB0033986497 | MORGAN STANLEY & CO INTERNATIONAL PLC | 4PQUHN3JFFGFNF38B653              | GBP      |

Total number of shares purchased according to trading venues:

| Name of the Issuer              | Day of the transaction | Identity code of the financial instrument | Total number of shares purchased | Daily weighted average purchase price of the shares (pence) | Venue | Highest price paid per share (pence) | Lowest price paid per share (pence) |
|---------------------------------|------------------------|-------------------------------------------|----------------------------------|-------------------------------------------------------------|-------|--------------------------------------|-------------------------------------|
| ITV PLC                         | 29/01/2025             | GB0033986497                              | 27.431                           | 71.59                                                       | XLON  | 71.85                                | 71.30                               |
| ITV PLC                         | 29/01/2025             | GB0033986497                              | 36.702                           | 71.47                                                       | BATE  | 71.75                                | 71.25                               |
| ITV PLC                         | 29/01/2025             | GB0033986497                              | 23.529                           | 71.35                                                       | CHIX  | 71.55                                | 71.25                               |
| ITV PLC                         | 29/01/2025             | GB0033986497                              | 9.053                            | 71.54                                                       | AQXE  | 71.75                                | 71.40                               |
| * Rounded to two decimal places |                        | Sum:                                      | 96.715                           | 71.48                                                       |       | 71.85                                | 71.25                               |

Individual trade details:

| Name of the Issuer | Date       | Time     | Identity code of the financial instrument | Price (pence) | Quantity bought | Exchange Venue | Reference number of the transaction | Execution within firm [incl. algorithms if used] |
|--------------------|------------|----------|-------------------------------------------|---------------|-----------------|----------------|-------------------------------------|--------------------------------------------------|
| ITV PLC            | 29/01/2025 | 08:45:30 | GB0033986497                              | 71.4500       | 5,412           | BATE           | 156728342163                        | 2001001125                                       |
| ITV PLC            | 29/01/2025 | 09:32:10 | GB0033986497                              | 71.6000       | 3,932           | XLON           | EDLpF7CPT7hN                        | 2001001125                                       |
| ITV PLC            | 29/01/2025 | 09:32:10 | GB0033986497                              | 71.6000       | 1,621           | XLON           | EDLpF7CPT7hP                        | 2001001125                                       |
| ITV PLC            | 29/01/2025 | 11:29:00 | GB0033986497                              | 71.8000       | 2,489           | XLON           | EDLpF7CPCQsh6                       | 2001001125                                       |
| ITV PLC            | 29/01/2025 | 11:29:00 | GB0033986497                              | 71.8000       | 2,609           | XLON           | EDLpF7CPCQsh8                       | 2001001125                                       |
| ITV PLC            | 29/01/2025 | 11:30:34 | GB0033986497                              | 71.7500       | 3,692           | AQXE           | 61442                               | 2001001125                                       |
| ITV PLC            | 29/01/2025 | 11:33:35 | GB0033986497                              | 71.7500       | 5,281           | BATE           | 156728360968                        | 2001001125                                       |
| ITV PLC            | 29/01/2025 | 12:04:04 | GB0033986497                              | 71.7500       | 5,364           | BATE           | 156728363792                        | 2001001125                                       |
| ITV PLC            | 29/01/2025 | 13:06:58 | GB0033986497                              | 71.8500       | 2,630           | XLON           | EDLpF7CPRy8o                        | 2001001125                                       |
| ITV PLC            | 29/01/2025 | 13:06:58 | GB0033986497                              | 71.8500       | 2,465           | XLON           | EDLpF7CPRy8q                        | 2001001125                                       |
| ITV PLC            | 29/01/2025 | 14:29:16 | GB0033986497                              | 71.5500       | 2,897           | CHIX           | 2977838312126                       | 2001001125                                       |
| ITV PLC            | 29/01/2025 | 14:29:16 | GB0033986497                              | 71.5500       | 3,049           | CHIX           | 2977838312127                       | 2001001125                                       |
| ITV PLC            | 29/01/2025 | 14:38:59 | GB0033986497                              | 71.4500       | 6,129           | XLON           | EDLpF7CPTXhA                        | 2001001125                                       |
| ITV PLC            | 29/01/2025 | 15:08:49 | GB0033986497                              | 71.4000       | 3,404           | BATE           | 156728391047                        | 2001001125                                       |
| ITV PLC            | 29/01/2025 | 15:08:49 | GB0033986497                              | 71.4000       | 3,404           | BATE           | 156728391048                        | 2001001125                                       |
| ITV PLC            | 29/01/2025 | 15:08:49 | GB0033986497                              | 71.4000       | 3,464           | BATE           | 156728391049                        | 2001001125                                       |
| ITV PLC            | 29/01/2025 | 15:08:49 | GB0033986497                              | 71.4000       | 5,361           | AQXE           | 137099                              | 2001001125                                       |
| ITV PLC            | 29/01/2025 | 15:28:55 | GB0033986497                              | 71.3000       | 5,556           | XLON           | EDLpF7CPEVOA                        | 2001001125                                       |
| ITV PLC            | 29/01/2025 | 15:46:49 | GB0033986497                              | 71.3000       | 10,290          | CHIX           | 2977838338183                       | 2001001125                                       |
| ITV PLC            | 29/01/2025 | 16:08:09 | GB0033986497                              | 71.2500       | 5,290           | BATE           | 156728404965                        | 2001001125                                       |
| ITV PLC            | 29/01/2025 | 16:08:09 | GB0033986497                              | 71.2500       | 5,083           | BATE           | 156728404967                        | 2001001125                                       |
| ITV PLC            | 29/01/2025 | 16:24:29 | GB0033986497                              | 71.2500       | 3,657           | CHIX           | 2977838353256                       | 2001001125                                       |
| ITV PLC            | 29/01/2025 | 16:24:29 | GB0033986497                              | 71.2500       | 3,636           | CHIX           | 2977838353257                       | 2001001125                                       |