



Transaction Details: ITV PLC

| Name of the Issuer | Identity Code of the Issuer | ISIN         | Intermediary Name                     | Identify Code of the Intermediary | Currency |
|--------------------|-----------------------------|--------------|---------------------------------------|-----------------------------------|----------|
| ITV PLC            | ZLECITE2QMWFGYCKZ59         | 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                         | 22/07/2024             | GB0033986497                              | 21,351                           | 84.72                                                       | XLON  | 84.75                                | 84.50                               |
| ITV PLC                         | 22/07/2024             | GB0033986497                              | 10,013                           | 84.77                                                       | BATE  | 84.80                                | 84.70                               |
| ITV PLC                         | 22/07/2024             | GB0033986497                              | 24,582                           | 84.68                                                       | CHIX  | 84.80                                | 84.55                               |
| * Rounded to two decimal places |                        | Sum:                                      | 55,946                           | 84.71                                                       |       | 84.80                                | 84.50                               |

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            | 22/07/2024 | 09:22:06 | GB0033986497                              | 84.5000       | 1,165           | XLON           | E0JahzrCjsSu                        | 2001001125                                       |
| ITV PLC            | 22/07/2024 | 09:57:22 | GB0033986497                              | 84.5500       | 5,243           | CHIX           | 2977838260118                       | 2001001125                                       |
| ITV PLC            | 22/07/2024 | 10:23:04 | GB0033986497                              | 84.7000       | 2,260           | XLON           | E0JahzrCkbAX                        | 2001001125                                       |
| ITV PLC            | 22/07/2024 | 10:23:04 | GB0033986497                              | 84.7000       | 962             | XLON           | E0JahzrCkbAZ                        | 2001001125                                       |
| ITV PLC            | 22/07/2024 | 10:23:04 | GB0033986497                              | 84.7000       | 3,283           | CHIX           | 2977838263269                       | 2001001125                                       |
| ITV PLC            | 22/07/2024 | 10:23:04 | GB0033986497                              | 84.7000       | 1,889           | CHIX           | 2977838263290                       | 2001001125                                       |
| ITV PLC            | 22/07/2024 | 10:23:04 | GB0033986497                              | 84.7000       | 897             | BATE           | 156728346687                        | 2001001125                                       |
| ITV PLC            | 22/07/2024 | 11:02:58 | GB0033986497                              | 84.7000       | 5,074           | XLON           | E0JahzrCj3A0                        | 2001001125                                       |
| ITV PLC            | 22/07/2024 | 11:10:32 | GB0033986497                              | 84.6500       | 4,917           | CHIX           | 2977838269838                       | 2001001125                                       |
| ITV PLC            | 22/07/2024 | 11:39:43 | GB0033986497                              | 84.7000       | 941             | CHIX           | 2977838273677                       | 2001001125                                       |
| ITV PLC            | 22/07/2024 | 11:39:43 | GB0033986497                              | 84.7000       | 3,942           | CHIX           | 2977838273678                       | 2001001125                                       |
| ITV PLC            | 22/07/2024 | 12:16:33 | GB0033986497                              | 84.7500       | 4,873           | XLON           | E0JahzrCkzn                         | 2001001125                                       |
| ITV PLC            | 22/07/2024 | 12:42:05 | GB0033986497                              | 84.7500       | 4,695           | BATE           | 156728357293                        | 2001001125                                       |
| ITV PLC            | 22/07/2024 | 13:11:32 | GB0033986497                              | 84.7500       | 2,043           | XLON           | E0JahzrCmDcl                        | 2001001125                                       |
| ITV PLC            | 22/07/2024 | 13:29:36 | GB0033986497                              | 84.7500       | 2,640           | XLON           | E0JahzrCmNo2                        | 2001001125                                       |
| ITV PLC            | 22/07/2024 | 13:29:36 | GB0033986497                              | 84.7500       | 2,334           | XLON           | E0JahzrCmNo4                        | 2001001125                                       |
| ITV PLC            | 22/07/2024 | 15:29:00 | GB0033986497                              | 84.8000       | 4,367           | CHIX           | 2977838314809                       | 2001001125                                       |
| ITV PLC            | 22/07/2024 | 15:29:00 | GB0033986497                              | 84.8000       | 4,421           | BATE           | 156728378127                        | 2001001125                                       |