



ATTENDANCE CARD

ITV plc — ANNUAL GENERAL MEETING 2014

To be held at 11.00 am on Wednesday, 14 May 2014 in the Mountbatten Room at the Queen Elizabeth II Conference Centre, Broad Sanctuary, Westminster, London SW1P 3EE. If you wish to attend this meeting in your capacity as a holder of Ordinary Shares, please sign this card and on arrival hand it to the Company's registrars. This will facilitate entry to the meeting.

Signature of person attending

Barcode:

Investor Code:

NOTICE OF AVAILABILITY – 2013 Report and Accounts and Notice of 2014 AGM

Important – please read carefully.

You can now access the 2013 Report and Accounts, Notice of the 2014 AGM and submit your proxy via the internet at www.itvplc.com

Notes

- The Form of Proxy below must be lodged with Capita Asset Services during normal business hours not later than 48 hours before the time set for the meeting accompanied by any power of attorney under which it is executed (if applicable).
- To appoint as a proxy a person other than the Chairman of the meeting insert the full name of the person in the space provided. A proxy need not be a member of the Company. You can also appoint more than one proxy provided each proxy is appointed to exercise the rights attached to a different share or shares held by you. The following options are available:
 - To appoint the Chairman as your sole proxy in respect of all your shares, simply fill in any voting instructions in the appropriate box and sign and date the Form of Proxy.
 - To appoint a person other than the Chairman as your sole proxy in respect of all your shares, delete the words "the Chairman of the meeting or" and insert the name and address of your proxy in the spaces provided. Then fill in any voting instructions in the appropriate box and sign and date the Form of Proxy.
 - To appoint more than one proxy, you may photocopy this form. Please indicate the proxy holder's name and the number of shares in relation to which they are authorised to act as your proxy (which, in aggregate, should not exceed the number of shares held by you). Please also indicate by marking 'X' in the box provided if the proxy instruction is one of multiple instructions being given. If you wish to appoint the Chairman as one of your multiple proxies, simply write "the Chairman of the Meeting". All forms must be signed and should be returned together in the same envelope.
- Unless otherwise indicated the proxy will vote as he thinks fit or, at his discretion, abstain from voting.
- In case of joint shareholders the signature of any of them will suffice, but the names of all joint holders should be shown, and the vote of the senior holder who tenders a vote whether in person or by proxy shall be accepted to the exclusion of the votes of the other joint holder(s) and for this purpose seniority shall be determined by the order in which the names stand in the register of members in respect of the joint holding.

Continued overleaf



FORM OF PROXY

ITV plc — ANNUAL GENERAL MEETING 2014

I/We being a member of the Company hereby appoint the Chairman of the meeting or (see note 2)

Barcode:

Investor Code:

Event Code:

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as my/our proxy to exercise all or any of my/our rights to attend, speak and vote on my/our behalf at the Annual General Meeting of the Company to be held at 11.00 am on Wednesday, 14 May 2014 or at any adjournment thereof. I/We have indicated with a 'X' how I/we wish my/our votes to be cast on the resolutions set out below and I/we direct that my/our proxy will vote (or abstain from voting) as he thinks fit for me/us and on my/our behalf on any other matter which may properly come before the Annual General Meeting or any adjournment thereof.

Please mark 'X' here if this proxy appointment is one of multiple appointments being made (note 2(c)).

RESOLUTIONS Please mark 'X' to indicate how you wish to vote

	For	Against	Vote Withheld
1 To receive and adopt the Report and Accounts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 To receive and adopt the remuneration policy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3 To approve the Annual Report on Remuneration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4 To declare a final dividend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5 To declare a special dividend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6 To elect Sir Peter Bazalgette as a non-executive director	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7 To re-elect Adam Crozier as an executive director	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8 To re-elect Roger Faxon as a non-executive director	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9 To re-elect Ian Griffiths as an executive director	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10 To re-elect Andy Haste as a non-executive director	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11 To re-elect Baroness Lucy Neville-Rolfe DBE CMG as a non-executive director	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

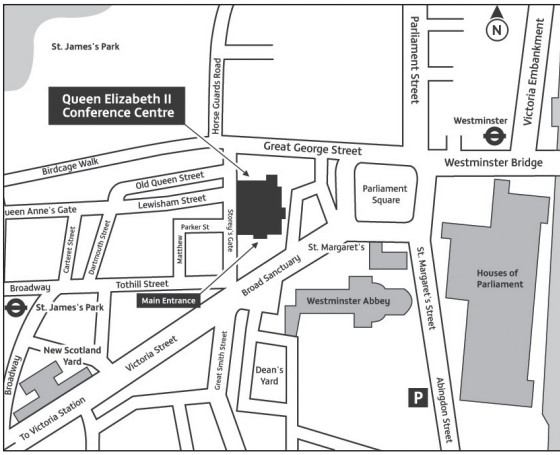
RESOLUTIONS Please mark 'X' to indicate how you wish to vote

	For	Against	Vote Withheld
12 To re-elect Archie Norman as a non-executive director	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13 To re-elect John Ormerod as a non-executive director	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14 To appoint KPMG LLP as auditors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15 To authorise the directors to determine the auditors' remuneration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16 Ordinary Resolution — authority to allot shares	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17 Special Resolution — disapplication of pre-emption rights	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18 Ordinary Resolution — political donations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19 Special Resolution — purchase of own shares	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20 Special Resolution — length of notice period for general meetings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21 Ordinary Resolution – approval of ITV plc Long Term Incentive Plan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please mark 'X' here if you intend to attend the meeting in person.

Signature

Date



Directions to the ITV plc Annual General Meeting in the Mountbatten Room, the Queen Elizabeth II Conference Centre, Broad Sanctuary, Westminster, London SW1P 3EE.

Directly opposite Westminster Abbey.

- A short walk from Westminster or St James's Park Underground stations
- Victoria and Waterloo mainline stations within 10 minutes
- Car parks nearby (contact NCP: 0845 050 7080 or visit www.ncp.co.uk for details)

Notes Continued

5. A corporation must execute the Form of Proxy under either its common seal or the hand of a duly authorised officer or attorney. A corporation may appoint more than one corporate representative.
6. The Form of Proxy is for use in respect of the shareholder account specified overleaf only and should not be amended or submitted in respect of a different account.
7. The "Vote Withheld" option is to enable you to abstain on any particular resolution. Such a vote is not a vote in law and will not be counted in the votes "For" and "Against" a resolution.
8. Shares held in uncertified form (i.e. in CREST) may be voted through the CREST Proxy Voting Service in accordance with the procedures set out in the CREST Manual and in the Notice of AGM. Shareholders wishing to vote online should visit www.capitashareportal.com or www.itvplc.com and follow the instructions.
9. Completion and return of the Form of Proxy will not preclude you from attending and voting in person at the Meeting should you subsequently decide to do so.
10. Resolutions 4 and 5 are to approve the payment of a final dividend and a special dividend respectively. You can enter into a dividend mandate in order to receive payment of dividends direct into your bank account. This is easy to do – simply visit www.capitashareportal.com for details. Please note that it is not possible to have the special dividend paid in a different manner than the final dividend.

RETURNING YOUR FORM OF PROXY

1. You can return the Form of Proxy to the return address printed on the back of the form. **If you do not wish the Form of Proxy to be seen by anyone except the Company and the Registrar, you should post it in an envelope to** Freepost RSBH-UXKS-LRBC, PXS, 34 Beckenham Road, Beckenham, Kent BR3 4TU.
2. Shareholders outside the UK can reply by posting the Form of Proxy in an envelope to Capita Asset Services, PXS, 34 Beckenham Road, Beckenham, Great Britain BR3 4TU.

Business Reply Plus
Licence Number
RLUB-TBUX-EGUC



PXS 1
34 Beckenham Road
Beckenham
BR3 4TU