

DR Market Announcement

J.P.Morgan

January 07, 2014

JPMorgan Chase Bank, N.A.
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Newark, DE 19713-2107
Phone: (302) 552-0275 Fax: (302) 552-0340

Over-the-Counter
FINRA
9509 Key West Avenue
Rockville, Maryland 20850

Attn: Market Operations .

Security Name: ITV plc (ITVPY) - ADR - Final Announcement
CUSIP: 45069P107

Please be advised of the following final dividend information for the above noted issuer:

	<u>Foreign Date</u>	<u>DR Date</u>
Record Date	November 01, 2013	November 01, 2013
Payment/Value Date	November 29, 2013	December 16, 2013

Pound Sterling per foreign share	0.011
DR Ratio	10 : 1
Pound Sterling per DR	0.11
Foreign Exchange Rate ¹	1.633

All amounts are in USD

Withholding Tax Rate	0 %
Rate per DR	0.179630
Withholding Amount	0.000000
Dividend Fee	0.018000
DSC	0.000000
Final Dividend Rate per DR	0.161630

*First Filer: Bank of New York

Sincerely,

Michael Oliver
Authorized Signature

¹ The dividend referred to above was converted to U.S. dollars through a foreign exchange transaction by a third party service provider.

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