

# TREMOR

## INTERNATIONAL Ltd.

### Tremor International - Director Dealings

October 12, 2022

RNS Number : 6759C  
Tremor International Ltd  
12 October 2022

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**Tremor International Ltd**  
**("Tremor" or the "Company")**

**Director Dealings Pursuant to Previously Established Non-Discretionary Plans to Trade Under Rule 10b-5**

Tremor International Ltd. (AIM/NASDAQ: TRMR) ("Tremor" or the "Company"), a global leader in Video, Data, and Connected TV ("CTV") advertising offering an end-to-end technology platform that enables advertisers to optimize their campaigns and media partners to maximize yield on their digital advertising inventory, announces that in accordance with the vesting schedule for certain performance stock units over Ordinary Shares of NIS0.01 each in the capital of the Company ("PSUs" and "Ordinary Shares") 675,000 PSUs over Ordinary Shares have vested and been issued to certain Directors of the Company as set out in the table below.

Pursuant to previously established non-discretionary plans to trade in the Company's Ordinary Shares in accordance with the terms of Rule 10b5-1 promulgated under the U.S. Securities Exchange Act of 1934, as amended (the "**Rule 10b5-1 Plans**"), Ofer Druker, Chief Executive Officer, and Yaniv Carmi, Chief Operating Officer, are expected to sell in the future a portion of such newly issued Ordinary Shares to cover their tax obligations triggered by the vesting of the PSUs. Once such sales of Ordinary Shares occur under the non-discretionary Rule 10b5-1 Plans, such dealings will be reported.

In order to cover the tax obligations triggered by the vesting of RSUs announced on 22 September 2022, Ofer Druker has sold shares (the "Share Sale") of NIS0.01 each in the capital of the Company. Full details of the Share Sale are detailed in the table below.

Director	Position	Ordinary Shares Issued	Ordinary Shares Sold	Share Sale Price	Resultant Holding	% of total voting rights
Ofer Druker	Chief Executive Officer	375,000	6,154 6,622 8,818	\$3.63 \$3.55 \$3.42	4,231,201	2.90%
Yaniv Carmi	Chief Operating Officer	165,000	-	-	1,810,169	1.24%
Sagi Niri	Chief Financial Officer	135,000	-	-	766,400	0.52%

**For further information please contact:**

**Tremor International Ltd.**

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**finnCap Ltd**

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**Stifel Nicolaus Europe Limited**

Fred Walsh

Alain Dobkin

Nick Adams

Richard Short

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**About Tremor International**

Tremor is a global company offering an end-to-end technology advertising platform, operating across three core capabilities - Video, Data and CTV. Tremor's unique approach is centered on offering a full stack of end-to-end solutions which provides it with a major competitive advantage within the video advertising ecosystem.

Tremor Video helps advertisers deliver impactful brand stories across all screens through the power of innovative video technology combined with advanced audience data and captivating creative content. Tremor Video's innovative video advertising technology has offerings in CTV, in-stream, out-stream and in-app. To learn more, visit [www.tremorvideo.com](http://www.tremorvideo.com)

Amobee optimizes outcomes for advertisers and media companies, while providing a better consumer experience. Its platform assists customers by furthering their audience development, optimizing their cross-channel performance across all TV, connected TV, and digital media, and driving new customer growth through detailed analytics and reporting. To learn more, visit [www.amobee.com](http://www.amobee.com)

Unruly, the media side of Tremor, drives real business outcomes in multiscreen advertising. Its programmatic platform efficiently and effectively delivers performance, quality, and actionable data to demand and supply-focused clients and partners. Tremor has a meaningful number of direct integrations with premium publishers, unique demand relationships with a variety of advertisers and privileged access to News Corp inventory. Unruly connects to the world's largest DSPs and is compatible with most Ad Age top 100 brands. To learn more, visit [www.unruly.co](http://www.unruly.co)

Tremor is headquartered in Israel and maintains offices throughout the United States, Canada, Europe, Asia-Pacific and is traded on the London Stock Exchange (AIM: TRMR) and NASDAQ: (TRMR).

For more information, visit: <https://www.tremorinternational.com/>

1.	Details of the person discharging managerial responsibilities / person closely associated
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a)	Name	Ofar Druker	
<b>2.</b>	<b>Reason for the Notification</b>		
a)	Position/status	Chief Executive Officer	
b)	Initial notification/Amendment	Initial	
<b>3.</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	Tremor International Ltd	
b)	LEI	213800ZNSR7AIJZ2J557	
<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	Performance Stock Units over Ordinary Shares of NIS 0.01 each  IL0011320343	
b)	Nature of the transaction	Vesting of PSUs	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		n/a	375,000
d)	Aggregated information: · Aggregated volume · Price	375,000 Ordinary Shares  n/a	
e)	Date of the transaction	6 October 2022	
f)	Place of the transaction	NASDAQ Global Market	

<b>1.</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>		
a)	Name	Ofar Druker	
<b>2.</b>	<b>Reason for the Notification</b>		
a)	Position/status	Chief Executive Officer	

b)	Initial notification/Amendment	Initial	
<b>3.</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	Tremor International Ltd	
b)	LEI	213800ZNSR7AIJZ2J557	
<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	Ordinary Shares of NIS 0.01 each	
	Identification code	IL0011320343	
b)	Nature of the transaction	Sale of Ordinary Shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		\$3.63	6,154
		\$3.55	6,622
		\$3.42	8,818
d)	Aggregated information: · Aggregated volume · Price	21,594 Ordinary Shares  \$75,964.05	
e)	Date of the transaction	7 October 2022 10 October 2022 11 October 2022	
f)	Place of the transaction	NASDAQ Global Market	

<b>1.</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Yaniv Carmi
<b>2.</b>	<b>Reason for the Notification</b>	
a)	Position/status	Chief Operating Officer
b)	Initial notification/Amendment	Initial

<b>3.</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	Tremor International Ltd	
b)	LEI	213800ZNSR7AIJZ2J557	
<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	Performance Stock Units over Ordinary Shares of NIS 0.01 each	
	Identification code	IL0011320343	
b)	Nature of the transaction	Vesting of PSUs	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		n/a	165,000
d)	Aggregated information: · Aggregated volume · Price	165,000 Ordinary Shares  n/a	
e)	Date of the transaction	6 October 2022	
f)	Place of the transaction	NASDAQ Global Market	

<b>1.</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>		
a)	Name	Sagi Niri	
<b>2.</b>	<b>Reason for the Notification</b>		
a)	Position/status	Chief Financial Officer	
b)	Initial notification/Amendment	Initial	
<b>3.</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	Tremor International Ltd	
b)	LEI	213800ZNSR7AIJZ2J557	
<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	Performance Stock Units over Ordinary Shares of NIS 0.01 each  IL0011320343		
b)	Nature of the transaction	Vesting of PSUs		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		n/a	135,000	
d)	Aggregated information: · Aggregated volume · Price	135,000 Ordinary Shares  n/a		
e)	Date of the transaction	6 October 2022		
f)	Place of the transaction	NASDAQ Global Market		

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