

TREMOR

INTERNATIONAL Ltd.

Tremor International - Director Dealing

November 17, 2022

RNS Number : 8170G
Tremor International Ltd
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Tremor International Ltd
("Tremor" or the "Company")

Director Dealing

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 Neil Jones, Senior Non-Executive Director of the Company, purchased, via his wife's holding, 3,000 ordinary shares of NIS0.01 each in the capital of the Company ("**Ordinary Shares**") in the AIM market at a price of 276.05 pence per Ordinary Share.

Following the purchase, Neil Jones, together with his connected persons, has a total beneficial interest over 8,000 Ordinary Shares, representing 0.005 per cent. of the Company's total voting rights.

For further information please contact:

Tremor International Ltd

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Nick Adams
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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

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

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

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	
a)	Name	Lynne Jones
2.	Reason for the Notification	
a)	Position/status	PCA with Neil Jones - Non-Executive Director
b)	Initial notification/Amendment	Initial
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Tremor International Ltd
b)	LEI	213800ZNSR7AIJ22J557
4.	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	
a)	Description of the Financial instrument, type of instrument	Ordinary Shares of NIS 0.01 each

	Identification code	IL0011320343	
b)	Nature of the transaction	Purchase of Ordinary Shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£2.7605	3,000
d)	Aggregated information: · Aggregated volume · Price	See 4c) above	
e)	Date of the transaction	17 November 2022	
f)	Place of the transaction	London Stock Exchange, AIM Market (XLON)	

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