

# TREMOR

## INTERNATIONAL Ltd.

### Tremor International - Tremor's Unruly SSP Partners with TCL FFALCON

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

#### **Tremor International's Unruly SSP Partners with TCL FFALCON to Expand Premium TV Inventory Access Globally**

*Following the integration of the Amobee DSP into Tremor International's end-to-end platform, advertisers gain direct access to impactful streaming supply in the TCL Channel*

Unruly, a leading omnichannel advertising platform with a specialization in Connected TV ("CTV") and video, and the supply-side platform ("SSP") in Tremor International's end-to-end platform, today announced a partnership with TCL FFALCON ("TCL"), a global leading Internet and AIoT service platform, providing advertisers with the opportunity to deliver highly impactful, relevant ads to receptive audiences across the US, Europe and APAC.

Following the integration of the Amobee demand-side platform ("DSP") into Tremor International's end-to-end platform, the partnership between TCL FFALCON and Unruly grants advertisers leveraging Amobee direct access to TCL FFALCON's innovative ad units on premium CTV/OTT inventory in the TCL Channel, which includes popular entertainment, movies on-demand and live channels.

"As audiences diversify their viewing habits - and, in some ways, become increasingly difficult to reach - we are pleased to be partnering with TCL FFALCON to help advertisers tap into these viewers at scale," said Kenneth Suh, Chief Strategy Officer, Tremor International. "Our holistic tech stack, including Unruly and Amobee, has already proven successful in exceeding clients' reach, frequency and audience extension goals, and this partnership will only strengthen our capacity to provide them with advanced targeting and high-impact creative executions on the biggest screen in the home."

"TCL FFALCON is committed to delivering innovative TV solutions to our customers, and that's exactly what this partnership was built to provide," said Rebecca Wan, Overseas Business Department Leader, TCL FFALCON. "By leveraging Unruly and Amobee's technology and offerings, we are now able to bring a more personalised TV experience to viewers while also creating new, more powerful opportunities for leading brands and advertisers. It's a win-win-win."

#### **About TCL FFALCON**

TCL FFalcon is the world's leading Internet and AIoT service platform responsible for the system development and operation of TCL smart screens and other devices, while expanding into TV, OTT boxes and non-TCL brand hardware devices such as smart projectors. TCL FFalcon has provided film, education and entertainment services to users in 160 countries on six continents.

For additional product information, please visit [www.tcl.com](http://www.tcl.com) for the full portfolio.

#### **About Unruly**

A Tremor International brand, we're called Unruly because, well, that's what we are. Sure, we could fill this boilerplate with nods to our industry-leading video-first advertising platform, award-winning in-house creative capabilities and differentiated data sets. But we'd much rather focus on our partners' success - be they content creators, agencies or brands - than boast about our own wins. We're here to give you the tools to drive change across the advanced TV space. So, go on then - be more Unruly. [www.unruly.co](http://www.unruly.co)

#### **Forward Looking Statements**

This press release contains forward-looking statements, including forward-looking statements within the meaning of Section 27A of the United States Securities Act of 1933, as amended, and Section 21E of the United States Securities and Exchange Act of 1934, as amended. Forward-looking statements are identified by words such as "anticipates," "believes," "expects," "intends," "may," "can," "will," "estimates," and other similar expressions.

However, these words are not the only way Tremor identifies forward-looking statements. All statements contained in this press release that do not relate to matters of historical fact should be considered forward-looking statements, including without limitation statements regarding the benefits of the TCL FFalcon partnership, or any other partnership, our tech stack, and any other offerings of Tremor, Unruly and any affiliates. These statements are neither promises nor guarantees but involve known and unknown risks, uncertainties and other important factors that may cause Tremor's actual results, performance or achievements to be materially different from its expectations expressed or implied by the forward-looking statements. Tremor cautions you not to place undue reliance on these forward-looking statements. For a more detailed discussion of these factors, and other factors that could cause actual results to vary materially, interested parties should review the risk factors listed in Tremor's most recent Annual Report on Form 20-F, which was filed with the U.S. Securities and Exchange Commission ([www.sec.gov](http://www.sec.gov)) on March 7, 2023. Any forward-looking statements made by Tremor in this press release speak only as of the date of this press release, and Tremor does not intend to update these forward-looking statements after the date of this press release, except as required by law.

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