

# Tremor International - Director Dealings

# September 26, 2023

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Tremor International Ltd

26 September 2023

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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 data-driven video and Connected TV ("CTV") advertising technology offering an end-to-end platform that enables advertisers to optimize their campaigns and media companies to maximize inventory yield, announces that in accordance with the vesting schedule for certain restricted stock units over Ordinary Shares of NISO.01 each in the capital of the Company ("RSUs" and "Ordinary Shares") 393,750 time-based RSUs over Ordinary Shares have vested and been issued to certain Directors of the Company as set out in the table below

In addition, 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, the Company's Chief Executive Officer, and Yaniv Carmi, the Company's Chief Operating Officer, have sold Ordinary Shares (the "Share Sale") in order to cover the tax obligations triggered by the vesting of RSUs. 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	218,750	6,750 2,536	\$1.74 \$1.74	4,165,383	2.91%
Yaniv Carmi	Chief Operating Officer	96,250	48,126	\$1.75	1,872,039	1.31%
Sagi Niri	Chief Financial Officer	78,750	-	-	1,151,400	0.80%

# For further information please contact:

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Cavendish Capital Markets Ltd. Jonny Franklin-Adams / Charlie Beeson / George Dollemore (Corporate Finance) Tim Redfern / Harriet Ward (ECM) Tel: +44 20 7220 0500

# About Tremor International

Tremor International, the parent company of the Nexxen portfolio of advertising technology products and platforms, empowers advertisers, agencies, publishers, and broadcasters around the world to utilize video and Connected TV in the ways that are most meaningful to them. Comprised of a demand-side platform (DSP), supply-side platform (SSP), ad server and data management platform (DMP), Tremor International, through its Nexxen-branded products and platforms, delivers a flexible and unified technology stack with advanced and exclusive data at its core. The Company's robust capabilities span discovery, planning, activation, measurement, and optimization - available individually or in combination - all designed to enable partners to reach their goals, no matter how far-reaching or hyper niche they may be

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

For more information, visit www.tremorinternational.com and to learn more about the Company's recent rebranding, please visit www.nexxen.com.

1.	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name Ofer Druker		
2.	Reason for the Notification		
a)	Position/status Chief Executive Officer		
b)	Initial notification/Amendment	Initial	

3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor				
a)	Name	Tremor Internation	Tremor International Ltd		
b)	LEI	213800ZNSR7AIJ	Z2J557		
4.		f the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; date; and (iv) each place where transactions have been conducted			
a)	Description of the Financial instrument, type of instrument	Restricted Stock	Restricted Stock Units over Ordinary Shares of NIS 0.01 each		
	Identification code	IL0011320343			
b)	Nature of the transaction	Vesting of RSUs	Vesting of RSUs		
c)	Price(s) and volume(s)	Price(s)	Volume(s)		
		n/a	218,750		
d)	Aggregated information: • Aggregated volume • Price	218,750 Ordinar n/a	218,750 Ordinary Shares n/a		
e)	Date of the transaction	22 September 20	22 September 2023		
f)	Place of the transaction	NASDAQ Global I	NASDAQ Global Market		

1.	Details of the person discharging managerial responsibilities / person closely associated				
a)	Name	Ofer Druker			
2.	Reason for the Notification				
a)	Position/status	Chief Executive C	fficer		
b)	Initial notification/Amendment	Initial			
3.	Details of the issuer, emission a	llowance market p	participant, auction	platform, auctioneer or auction monitor	
a)	Name	Tremor Internatio	onal Ltd		
b)	LEI	213800ZNSR7AIJ	Z2J557		
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	Sale of Ordinary Shares			
c)	Price(s) and volume(s)	Price(s)	Volume(s)		
		\$1.7437	6,750		
		\$1.7370	2,536		
d)	Aggregated information: · Aggregated volume · Price	9,286 \$16,174.67			
e)	Date of the transaction	22 September 2023 25 September 2023			
f)	Place of the transaction	NASDAQ Global Market			

1.	Details of the person discharging managerial responsibilities / person closely associated			
a)	Name	Yaniv Carmi		
2.	Reason for the Notification			
a)	Position/status	Chief Operating Officer		
b)	Initial notification/Amendment	Initial		
3.	Details of the issuer, emission a	Illowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Tremor International Ltd		

b)	LEI	213800ZNSR7AUZ2J557		
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	Restricted Stock Units over Ordinary Shares of NIS 0.01 each		
	Identification code	IL0011320343		
b)	Nature of the transaction	Vesting of RSUs		
c)	Price(s) and volume(s)	Price(s) n/a	Volume(s) 96,250	
d)	Aggregated information: - Aggregated volume - Price	96,250 Ordinary Shares n/a		
e)	Date of the transaction	22 September 2023		
f)	Place of the transaction	NASDAQ Global Market		

1.	Details of the person discharging managerial responsibilities / person closely associated				
a)	Name	Yaniv Carmi			
2.	Reason for the Notification				
a)	Position/status	Chief Operating 0	Chief Operating Officer		
b)	Initial notification/Amendment	Initial			
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor				
a)	Name	Tremor Internatio	Tremor International Ltd		
b)	LEI	213800ZNSR7AIJZ2J557			
4.		section to be repeated for (i) each type of instrument; (ii) each type of transaction; 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	Sale of Ordinary	Sale of Ordinary Shares		
c)	Price(s) and volume(s)	Price(s)	Volume(s)		
		\$1.7475	48,126		
d)	Aggregated information: - Aggregated volume - Price	48,126 \$84,097.78			
e)	Date of the transaction	22 September 20	23		
f)	Place of the transaction	NASDAQ Global Market			

1.	Details of the person discharging managerial responsibilities / person closely associated				
a)	Name	Sagi Niri			
2.	Reason for the Notification				
a)	Position/status	Chief Financial Officer			
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	213800ZNSR7AIJZ2J557			
4.		ction to be repeated for (i) each type of instrument; (ii) each type of transaction; ace where transactions have been conducted			
a)	Description of the Financial instrument, type of instrument	Restricted Stock Units over Ordinary Shares of NIS 0.01 each			
	Identification code	IL0011320343			

b)	Nature of the transaction	Vesting of RSUs	
c)	Price(s) and volume(s)	Price(s) Volume(s)	
		n/a 78,750	
d)	Aggregated information: - Aggregated volume - Price	78,750 Ordinary Shares n/a	
e)	Date of the transaction	22 September 2023	
f)	Place of the transaction	NASDAQ Global Market	

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