



## Nexxen International - Director Dealings

September 3, 2024

RNS Number : 6802C  
Nexxen International Ltd  
03 September 2024

3 September 2024

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

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

Nexxen International Ltd. (AIM/NASDAQ: NEXN) ("Nexxen" or the "Company"), a global, unified advertising technology platform with deep expertise in video and Connected TV ("CTV"), announces 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 has sold Ordinary Shares (the "Share Sale") in order to cover the tax obligations triggered by the vesting of PSUs announced on 20 August 2024. Full details of the Share Sale are detailed in the table below.

Director	Position	Ordinary Shares Sold	Share Sale Price	Resultant Holding	% of total voting rights
Ofer Druker	Chief Executive Officer	18,156	\$3.6230	4,673,355	3.45%
		18,942	\$3.6877		
		29,518	\$3.8676		
		16,538	\$3.9774		
		44,936	\$4.0466		
		17,658	\$3.9629		
		12,960	\$3.8684		
		5,012	\$3.8451		

For further information please contact:

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**About Nexxen**

Nexxen empowers advertisers, agencies, publishers and broadcasters around the world to utilize data and advanced TV in the ways that are most meaningful to them. Our flexible and unified technology stack comprises a demand-side platform ("DSP") and supply-side platform ("SSP"), with the Nexxen Data Platform at its core. With streaming in our DNA, Nexxen's robust capabilities span discovery, planning, activation, monetization, measurement and optimization - available individually or in combination - all designed to enable our partners to reach their goals, no matter how far-reaching or hyper niche they may be.

Nexxen 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: NEXN) and NASDAQ (NEXN). For more information, visit [www.nexxen.com](http://www.nexxen.com).

<b>1.</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Ofer 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,</b>	

	<b>auctioneer or auction monitor</b>																			
a)	Name	Nexxen 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	Sale of Ordinary Shares																		
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>\$3.6230</td> <td>18,156</td> </tr> <tr> <td>\$3.6877</td> <td>18,942</td> </tr> <tr> <td>\$3.8676</td> <td>29,518</td> </tr> <tr> <td>\$3.9774</td> <td>16,538</td> </tr> <tr> <td>\$4.0466</td> <td>44,936</td> </tr> <tr> <td>\$3.9629</td> <td>17,658</td> </tr> <tr> <td>\$3.8684</td> <td>12,960</td> </tr> <tr> <td>\$3.8451</td> <td>5,012</td> </tr> </tbody> </table>	Price(s)	Volume(s)	\$3.6230	18,156	\$3.6877	18,942	\$3.8676	29,518	\$3.9774	16,538	\$4.0466	44,936	\$3.9629	17,658	\$3.8684	12,960	\$3.8451	5,012
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d)	Aggregated information:  · Aggregated volume  · Price	163,720 Ordinary Shares  636,791.23																		
e)	Date of the transaction	20 August 2024  21 August 2024  22 August 2024																		

		23 August 2024
		26 August 2024
		27 August 2024
		28 August 2024
		29 August 2024
f)	Place of the transaction	NASDAQ Global Market

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