

TREMOR

INTERNATIONAL Ltd.

Tremor International Names Emily Barfuss as Chief Marketing Officer

June 9, 2021

New CMO will advance the growth of the company's global footprint through the continued expansion of its Tremor Video and Unruly brands.

NEW YORK – June 9, 2021 – [Tremor International](#) (AIM: TRMR), a global leader in advertising technologies, today announced the appointment of Emily Barfuss as Chief Marketing Officer. In this role, Barfuss will spearhead the development and execution of the global marketing strategy across Tremor International, including its core [Tremor Video](#) and [Unruly](#) business groups. Barfuss will report to Ofer Druker, CEO of Tremor International, and be based in New York City.

"Emily is joining the Tremor team during a pivotal time, when our business is experiencing significant growth and expansion," said Druker. "Her proven marketing expertise coupled with her track record of accomplishments in growing global brands makes her an excellent addition to our executive team."

Barfuss joins Tremor with extensive media and ad-tech leadership experience. Most recently, Barfuss built marketing and brand strategies at grace+grit, a marketing consulting firm she founded. Prior to grace+grit, Barfuss developed Index Exchange's global marketing function from the ground up and oversaw CBS Corporation's affiliate marketing efforts as part of the company's TV Distribution Team.

As CMO, Barfuss will embrace a customer-centric approach to marketing communications that address the nuanced and evolving needs of Tremor's increasingly diversified global client base, in the interest of driving greater campaign efficiencies for advertisers and their media partners.

"Tremor International is a dynamic company, and I believe it is at the frontlines of shaping the future of the ad-tech industry," said Barfuss. "I'm thrilled to join such an innovative organization and look forward to working closely and collaboratively with the Tremor team to further solidify our global leadership position and, by extension, nurture even stronger connections with our clients worldwide."

About Tremor International

Tremor is a global company offering an end-to-end software 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 software 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 about Tremor Video, visit www.tremorvideo.com.

The media side of Tremor, Unruly, 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 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 AdAge top 100 brands. To learn more about Unruly, visit www.unruly.co.

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

For more information about Tremor International, visit www.tremorinternational.com.

Forward-Looking Statements

This press release may contain forward-looking statements (as defined in Section 27A of the Securities Act, and Section 21E of the Securities Exchange Act of 1934, as amended) concerning future events related to Tremor and our business. Words such as "expects," "intends," "plans," "believes," "anticipates," "hopes," "estimates," and variations of such words and similar expressions are intended to identify forward-looking statements. These forward-looking statements are based on the information available to, and the expectations and assumptions deemed reasonable by the Company at the time these statements were made. Although the Company believes that the expectations reflected in such forward-looking statements are reasonable at the time made, no assurance can be given that such expectations will prove to have been correct. Actual results may differ materially from those expressed or implied by such forward-looking statements.

The Company expressly disclaims any obligations or undertaking to release publicly any updates or revisions to any forward-looking statements contained herein to reflect any change in the Company's expectations with respect thereto or any change in events, conditions or circumstances on which any statement is based.

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