

# TREMOR

## INTERNATIONAL Ltd.

### Tremor International - Director Dealing

November 5, 2021

RNS Number : 5409R  
Tremor International Ltd  
05 November 2021

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

#### **Director Dealing**

Tremor International Ltd. (AIM/NASDAQ: TRMR), a global leader in Video and Connected TV ('CTV') advertising, offering an end-to-end technology platform that enables advertisers to reach relevant audiences and publishers to maximize yield on their digital advertising inventory, announces that Ofer Druker, Chief Executive Officer, has sold shares (the "Share Sale") of NIS0.01 each in the capital of the Company ("Ordinary Shares"). Full details of the Share Sale are detailed in the table below.

The Ordinary Shares were sold on the NASDAQ Global Market 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.

<b>Director</b>	<b>Position</b>	<b>Ordinary Shares Sold</b>	<b>Share Sale Price</b>	<b>Resultant Holding</b>	<b>% of total voting rights</b>
Ofer Druker	Chief Executive Officer	194	\$10.05	2,853,819	1.86%
		7,166	\$10.02		

**For further information please contact:**

**Tremor International Ltd**  
Billy Eckert, Investor Relations Director

[ir@tremorinternational.com](mailto:ir@tremorinternational.com)

**KCSA (US Investor Relations)**  
Adam Holdsworth

[aholdsworth@kcsa.com](mailto:aholdsworth@kcsa.com)

**Vigo Consulting (UK Financial PR and Investor Relations)**  
Jeremy Garcia  
Antonia Pollock

[tremor@vigoconsulting.com](mailto:tremor@vigoconsulting.com)  
Tel: +44 20 7390 0230

Kate Kilgallen

**finnCap Ltd**

Jonny Franklin-Adams / James Thompson (Corporate Finance)  
Tim Redfern / Dicky Chambers (ECM)

Tel: +44 20 7220 0500

**Stifel Nicolaus Europe Limited**

Fred Walsh  
Alain Dobkin  
Nick Adams  
Richard Short

Tel: +44 20 7710 7600

**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 International's unique approach is centred 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.

The media side of Tremor International, 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 International 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 Ad Age top 100 brands.

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) and NASDAQ (TRMR).

<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, auctioneer or auction monitor</b>	

a)	Name	Tremor 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	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)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>\$10.05</td> <td>194</td> </tr> <tr> <td>\$10.02</td> <td>7,166</td> </tr> </tbody> </table>	Price(s)	Volume(s)	\$10.05	194	\$10.02	7,166
Price(s)	Volume(s)							
\$10.05	194							
\$10.02	7,166							
d)	Aggregated information:	7,360 Ordinary Shares						
	· Aggregated volume	\$73,753.02						
	· Price							
e)	Date of the transaction	19 October 2021 26 October 2021						
f)	Place of the transaction	NASDAQ Global Market						

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