

---

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

**FORM 6-K**

**REPORT OF FOREIGN PRIVATE ISSUER PURSUANT TO RULE 13a-16 OR 15d-16 OF  
THE SECURITIES EXCHANGE ACT OF 1934**

For the Month of December 2022

Commission File Number 001-40504

**Tremor International Ltd.**

(Translation of registrant's name into English)

**82 Yigal Alon Street, Tel Aviv 6789124, Israel**

(Address of principal executive office)

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.

Form 20-F       Form 40-F

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1):

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7):

---

## **Explanatory Note**

On December 13, 2022, the Company issued an announcement titled “Director Dealings Pursuant to Previously Established Non-Discretionary Plans to Trade Under Rule 10b-5” pursuant to the AIM Market Rules, a copy of which is attached as Exhibit 99.1 to this Form 6-K.

The information in this report of foreign private issuer on Form 6-K is hereby incorporated by reference into the Company’s registration statement on Form S-8 (Registration No. 333-258731), to be a part thereof from the date on which this report is submitted, to the extent not superseded by documents or reports subsequently filed or furnished.

Exhibit 99.1 Company announcement dated December 13, 2022, “Director Dealings Pursuant to Previously Established Non-Discretionary Plans to Trade Under Rule 10b-5”.

---

## SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

### **Tremor International Ltd.**

By: /S/ Sagi Niri

Name: Sagi Niri

Title: Chief Financial Officer

Date: December 13, 2022

---

**Exhibit  
List**

[Exhibit 99.1 Company announcement dated December 13, 2022, “Director Dealings Pursuant to Previously Established Non-Discretionary Plans to Trade Under Rule 10b-5”](#)

---

---

13 December 2022

**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 Video, Data, and Connected TV ("CTV") advertising offering an end-to-end technology platform that enables advertisers to optimize their campaigns and media partners to maximize yield on their digital advertising inventory, announces that, 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 shares (the "Share Sale") of NIS0.01 each in the capital of the Company, in order to cover the tax obligations triggered by the vesting of RSUs announced on 29 June 2022. 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	14,226	\$3.94	3,666,185	2.54%
		13,752	\$3.97		
		1,806	\$4.03		
		20,032	\$3.92		
		21,840	\$4.07		
		35,040	\$3.93		
		22,174	\$3.71		

**For further information please contact:**

**Tremor International Ltd.**

Billy Eckert, Senior Director Investor Relations

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

**KCSA (US Investor Relations)**

David Hanover

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

**Vigo Consulting (UK Financial PR and Investor Relations)**

Jeremy Garcia

Kate Kilgallen

[tremor@vigoconsulting.com](mailto:tremor@vigoconsulting.com)

Tel: +44 20 7390 0230

**finnCap Ltd.**

Jonny Franklin-Adams / Charlie Beeson / George Dollemore (Corporate Finance)

Tim Redfern / Harriet Ward (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's unique approach is centered 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. To learn more, visit [www.tremorvideo.com](http://www.tremorvideo.com)

Amobee optimizes outcomes for advertisers and media companies, while providing a better consumer experience. Its platform assists customers by furthering their audience development, optimizing their cross-channel performance across all TV, connected TV, and digital media, and driving new customer growth through detailed analytics and reporting. To learn more, visit [www.amobee.com](http://www.amobee.com)

Unruly, the media side of Tremor, 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 premium 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. To learn more, visit [www.unruly.co](http://www.unruly.co)

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

For more information, visit: <https://www.tremorinternational.com/>

<b>1.</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>		
a)	Name	Ofar 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 Identification code	Ordinary Shares of NIS 0.01 each IL0011320343	
b)	Nature of the transaction	Sale of Ordinary Shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		\$3.9415	14,226
		\$3.9692	13,752
		\$4.030	1,806
		\$3.9245	20,032
		\$4.0726	21,840
		\$3.9371	35,040
\$3.7135	22,174		
d)	Aggregated information: • Aggregated volume • Price	128,870 Ordinary Shares \$505,789.03	
e)	Date of the transaction	5 December 2022 6 December 2022 6 December 2022 7 December 2022 8 December 2022 9 December 2022 12 December 2022	
f)	Place of the transaction	NASDAQ Global Market	

