

TREMOR

INTERNATIONAL Ltd.

Tremor International - Tremor & Comscore - Programmatic CTV Partnership

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

Tremor International and Comscore Partner to Deliver Expanded Programmatic CTV Audience Engagement

Comscore's Predictive Audience solution will bring privacy-friendly and contextual audience curation to Tremor Video and Unruly campaigns

NEW YORK - Tremor International Ltd. (AIM/NASDAQ: TRMR) ("Tremor" or the "Company"), a global leader in video and Connected TV ("CTV") advertising and usage of data offering an end-to-end business and technology platform that enables advertisers to reach their audiences and optimize their campaigns, and media partners to maximize yield on their digital advertising inventory, today announced an agreement with Comscore (Nasdaq: SCOR), a trusted partner for planning, transacting, and evaluating media across platforms.

Under the agreement, Comscore's next generation cookie-free Predictive Audiences are now available for activation across Tremor International's end-to-end platform, which encompasses the Tremor Video DSP and the Unruly SSP.

The partnership enables Tremor Video and Unruly's advertising clients to leverage cookie-free pre-bid audience targeting across desktop, mobile and CTV. Advertisers within the platform will be able to reach granular behavioral audiences based on video-level contextual signals, particularly within CTV environments. As the leading solution in-market for creating a crosswalk between deterministic audience behaviors and privacy-forward contextual signals, Comscore's Predictive Audiences drive next-level campaign performance for advertisers on Tremor International's platform.

Other key benefits for Tremor Video and Unruly advertising clients:

- **Segment Selection:** Access to 1,000+ audience segments from providers such as TransUnion, PlacIQ, Commerce Signals and others.
- **Future-proof Targeting:** Comscore's cookie-free behavioral targeting solution brings scalable CTV targeting to markets where privacy regulations can inhibit scale, such as the US and Europe.

"As marketers introduce CTV into their mix, Tremor International is thinking about how we can introduce strong solutions at the outset, so our buyers can build and learn from compelling, relevant ad campaigns for the long-term," said Jessica La Rosa, VP of Partnerships & Data Operations, Tremor International. "We are excited to partner with Comscore on this offering, as it provides a contextual-based solution to the standard third-party audience targeting, which is today powered by cookie IDs and MAIDs. Advertisers get the advantages of the same type of precise and granular audience reach, in a solution that works globally, and in a privacy-compliant manner, across all platforms, especially CTV."

"We are excited to partner with Tremor International to advance the CTV industry with more effective programmatic advertising," said Lee Blickstein, Vice President, Activation Solutions, Comscore. "Traditionally, advertisers had to choose between high performing audience targeting tactics and future-proof solutions. Now with Tremor International, we are breaking down this barrier and taking a big step forward in what advertisers can expect from their CTV campaign performance."

To learn more, visit: <https://www.comscore.com/Products/Activation>.

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About Comscore

Comscore (NASDAQ: SCOR) is a trusted partner for planning, transacting and evaluating media across platforms. With a data footprint that combines digital, linear TV, over-the-top and theatrical viewership intelligence with advanced audience insights, Comscore allows media buyers and sellers to quantify their multiscreen behavior and make business decisions with confidence. A proven leader in measuring digital and TV audiences and advertising at scale, Comscore is the industry's emerging, third-party source for reliable and comprehensive cross-platform measurement.

About Tremor International

Tremor International (AIM/Nasdaq: TRMR) is a collection of brands built to unite creativity, data and technology across the open internet. Our end-to-end, video-first platform facilitates and optimizes engaging advertising campaigns for brands, media

groups and content creators worldwide - enabling powerful partnerships and delivering meaningful results. A leader in Connected TV and video, Tremor International's footprint is expanding across the industry's fastest-growing segments, driven by a global team of seasoned technologists and digital natives. Learn more at www.tremorinternational.com

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forward-looking statements made by Tremor in this press release speak only as of the date of this press release, and Tremor does not intend to update these forward-looking statements after the date of this press release, except as required by law.

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