

TREMOR

INTERNATIONAL Ltd.

Tremor International - Director/PDMR Shareholding

April 29, 2022

RNS Number : 8397J
Tremor International Ltd
29 April 2022

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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, Ofer Druker, Chief Executive Officer, has sold shares (the "Share Sale") of NIS0.01 each in the capital of the Company ("Ordinary Shares") in order to cover the tax obligations triggered by the vesting of PSUs announced on 25 April 2022. Full details of the Share Sale are detailed in the table below.

The Ordinary Shares were sold on the NASDAQ Global Market in order to cover part of the tax obligations of the Chief Executive Officer 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.

Director	Position	Ordinary Shares Sold	Share Sale Price	Resultant Holding	% of total voting rights
Ofer Druker	Chief Executive Officer	23,000 27,800 56,800	\$6.58 \$6.30 \$5.98	3,603,851	2.36%

For further information or enquiries please contact:

Tremor International Ltd
Billy Eckert, Investor Relations Director

KCSA (US Investor Relations)
Adam Holdsworth

Vigo Consulting (UK Financial PR and Investor Relations)

Jeremy Garcia

Kate Kilgallen

finnCap Ltd

Jonny Franklin-Adams / James Thompson (Corporate Finance)

Tim Redfern / Dicky Chambers (ECM)

Stifel Nicolaus Europe Limited

Fred Walsh

Alain Dobkin

Nick Adams

Richard Short

The information communicated in this announcement contains inside information for the purposes of Article 7 of the Market Abuse Regulation (EU) No. 596/2014. The Company confirms that it is no longer in possession of any unpublished price sensitive information.

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

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

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/>

1.	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Ofer Druker
2.	Reason for the Notification	
a)	Position/status	Chief Executive Officer
b)	Initial notification/Amendment	Initial

3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor										
a)	Name	Tremor International Ltd									
b)	LEI	213800ZNSR7AIJZ2J557									
4.	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										
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>\$6.58</td> <td>23,000</td> </tr> <tr> <td>\$6.30</td> <td>27,800</td> </tr> <tr> <td>\$5.98</td> <td>56,800</td> </tr> </tbody> </table>	Price(s)	Volume(s)	\$6.58	23,000	\$6.30	27,800	\$5.98	56,800	
Price(s)	Volume(s)										
\$6.58	23,000										
\$6.30	27,800										
\$5.98	56,800										
d)	Aggregated information:										
	· Aggregated volume	107,600 Ordinary Shares									
	· Price	\$666,457.25									
e)	Date of the transaction	25 April 2022 26 April 2022 27 April 2022									
f)	Place of the transaction	NASDAQ Global Market									

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