

TREMOR

INTERNATIONAL Ltd.

Tremor International - No Material Exposure to Silicon Valley Bank

March 13, 2023

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Tremor International Ltd
13 March 2023

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

No Material Exposure to Silicon Valley Bank

Tremor International Ltd. (AIM/NASDAQ: TRMR), a global leader in data-driven video and connected TV ("CTV") advertising technology offering an end-to-end platform that enables advertisers to optimize their campaigns and media companies to maximize inventory yield, notes developments in relation to Silicon Valley Bank ("SVB").

The Company wishes to advise shareholders that less than 10% of the Group's cash and cash equivalents are currently held as deposits at SVB.

In addition, management notes the recent joint statement on 12 March 2023 of the U.S. Secretary of Treasury, the Federal Reserve and the Federal Deposit Insurance Corporation ("FDIC") advising that actions were approved to enable the FDIC to complete its resolution of SVB in a manner that fully protects all depositors, with SVB depositors expected to have access to all of their money starting Monday, 13 March 2023. Therefore the Company does not expect any material impact to its business, adjusted earnings or cash position.

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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

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 TV, connected TV, and digital media, and driving new customer growth through detailed analytics and reporting. To learn more, visit 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

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

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

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