

TREMOR

INTERNATIONAL Ltd.

Tremor International - Director Dealing

October 5, 2021

RNS Number : 9731N
Tremor International Ltd
05 October 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 in accordance with the vesting schedule for certain restricted share units over Ordinary Shares of NIS0.01 each in the capital of the Company ("RSUs" and "Ordinary Shares") 393,750 RSUs have vested and Ordinary Shares been issued to certain Directors of the Company, each of whom have sold a portion of such newly issued Ordinary Shares in order to cover part of the tax obligations triggered by the vesting of the RSUs as 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.

Director	Position	Ordinary Shares Issued	Ordinary Shares Sold	Share Sale Price	Resultant Holding	% of total voting rights
Ofer Druker	Chief Executive Officer	218,750	109,376	\$9.54	2,861,179	1.86%
Yaniv Carmi	Chief Operating Officer	96,250	48,126	\$9.55	1,258,785	0.83%
Sagi Niri	Chief Financial Officer	78,750	15,182	\$10.03	239,968	0.16%

For further information please contact:

Tremor International Ltd
Ofer Druker, Chief Executive Officer
Sagi Niri, Chief Financial Officer

via Vigo Consulting

finnCap Ltd

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 Tim Redfern / Dicky Chambers (ECM)

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 Antonia Pollock

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About Tremor International

Tremor is a global company offering an end to end software advertising platform, operating across three core capabilities - Video, Data and CTV. Tremor's unique approach is centred on offering a full stack of end-to-end software 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, 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 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 AdAge 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).

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	Restricted Share Units over Ordinary Shares of NIS 0.01 each					
	Identification code	IL0011320343					
b)	Nature of the transaction	Vesting of RSUs and issuance 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>n/a</td> <td>218,750</td> </tr> </tbody> </table>	Price(s)	Volume(s)	n/a	218,750	
Price(s)	Volume(s)						
n/a	218,750						
d)	Aggregated information: · Aggregated volume · Price	As above					
e)	Date of the transaction	22 September 2021					
f)	Place of the transaction	Outside a trading venue					

1.	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Yaniv Carmi
2.	Reason for the Notification	
a)	Position/status	Chief Operating 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				
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Price(s)	Volume(s)					
n/a	96,250					
d)	Aggregated information: · Aggregated volume · Price	As above				
e)	Date of the transaction	22 September 2021				
f)	Place of the transaction	Outside a trading venue				

1.	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Sagi Niri
2.	Reason for the Notification	
a)	Position/status	Chief Financial 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

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n/a	78,750						
d)	Aggregated information: · Aggregated volume · Price	As above					
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1.	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Ofar 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	
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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)
		\$9.54	109,376
d)	Aggregated information: · Aggregated volume · Price	109,376 \$1,043,804.7	
e)	Date of the transaction	1 October 2021	
f)	Place of the transaction	NASDAQ Global Market	

1.	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Yaniv Carmi
2.	Reason for the Notification	
a)	Position/status	Chief Operating Officer
b)	Initial notification/Amendment	Initial
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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)	Price(s)	Volume(s)
		\$9.55	48,126
d)	Aggregated information:	48,126	
	· Aggregated volume	\$459,575.87	
	· Price		
e)	Date of the transaction	1 October 2021	
f)	Place of the transaction	NASDAQ Global Market	

1.	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Sagi Niri
2.	Reason for the Notification	
a)	Position/status	Chief Financial Officer
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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)	Price(s)	Volume(s)
		\$10.03	15,182
d)	Aggregated information:	15,182	
	· Aggregated volume		
	· Price	\$152,275.46	
e)	Date of the transaction	24 September 2021	
f)	Place of the transaction	NASDAQ Global Market	

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