

# TREMOR

## INTERNATIONAL Ltd.

### **Tremor International - Director/PDMR Shareholding**

March 16, 2022

RNS Number : 8928E  
Tremor International Ltd  
16 March 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), 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 in accordance with the vesting schedule for certain restricted stock units over Ordinary Shares of NIS0.01 each in the capital of the Company ("RSUs" and "Ordinary Shares"), 70,000 time based RSUs over Ordinary Shares have vested and been issued to Sagi Niri, Chief Financial Officer of the Company.

As a result, Sagi Niri holds a total of 325,150 vested RSUs or Ordinary Shares, representing 0.21 per cent. of the total voting rights in the Company.

#### **For further information please contact:**

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Richard Short

**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)

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	Sagi Niri
<b>2.</b>	<b>Reason for the Notification</b>	
a)	Position/status	Chief Financial 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	Restricted Stock Units over Ordinary Shares of NIS 0.01 each					
	Identification code	IL0011320343					
b)	Nature of the transaction	Vesting of RSUs					
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>70,000</td> </tr> </tbody> </table>	Price(s)	Volume(s)	n/a	70,000	
Price(s)	Volume(s)						
n/a	70,000						
d)	Aggregated information:	70,000 Ordinary Shares					
	· Aggregated volume	n/a					
	· Price						
e)	Date of the transaction	1 March 2022					
f)	Place of the transaction	NASDAQ Global Market					

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