



Nexxen International - Director Dealings

July 31, 2024

RNS Number : 5821Y
Nexxen International Ltd
31 July 2024

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Nexxen International Ltd

("Nexxen" or the "Company")

Director Dealings Pursuant to Previously Established Non-Discretionary Plans to Trade Under Rule 10b-5

Nexxen International Ltd. (AIM/NASDAQ: NEXN), a global, unified advertising technology platform with deep expertise in video and Connected TV ("CTV"), announces that 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 (the "**Rule 10b5-1 Plans**"), Ofer Druker, the Company's Chief Executive Officer, has sold shares (the "**Share Sale**") of NIS0.01 each in the capital of the Company, in order to cover the tax obligations triggered by the vesting of RSUs announced on 25 June 2024. Full details of the Share Sale are detailed in the table below.

| Director | Position | Ordinary Shares Sold | Share Sale Price | Resultant Holding | % of total voting rights |
|-------------|-------------------------|----------------------|------------------|-------------------|--------------------------|
| Ofer Druker | Chief Executive Officer | 5,624 | \$2.9926 | 4,507,793 | 3.28% |
| | | 6,656 | \$3.0172 | | |
| | | 7,118 | \$3.0530 | | |
| | | 10,956 | \$3.0063 | | |

For further information please contact:

Nexxen International Ltd.

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About Nexxen International

Nexxen International empowers advertisers, agencies, publishers and broadcasters around the world to utilize video and Connected TV in the ways that are most meaningful to them. Comprised of a demand-side platform (DSP), supply-side platform (SSP), ad server and data management platform (DMP), Nexxen delivers a flexible and unified technology stack with advanced and exclusive data at its core. Our robust capabilities span discovery, planning, activation, measurement, and optimization - available individually or in combination - all designed to enable our partners to reach their goals, no matter how far-reaching or hyper niche they may be. For more information, visit nexxen.com.

Nexxen 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: NEXN) and NASDAQ (NEXN).

| | | | |
|-----------|--|--|-----------|
| 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 | Nexxen 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 Stock Units over 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) |
| | | \$2.9926 | 5,624 |
| | | \$3.0172 | 6,656 |
| | | \$3.0530 | 7,118 |
| | | \$3.0063 | 10,956 |
| d) | Aggregated information: | | |
| | · Aggregated volume | 30,354 Ordinary Shares | |
| | · Price | \$91,581.14 | |

| | | |
|----|--------------------------|--|
| e) | Date of the transaction | 10 July 2024 11 July 2024 12 July 2024 15 July 2024 |
| f) | Place of the transaction | NASDAQ Global Market |

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