

17 July 2019

Tremor International Ltd
(“Tremor” or the “Company”)

Share buyback-transaction in own shares

Tremor (AIM: TRMR), a global leader in advertising technologies for brand advertising and performance-based mobile marketing, announces that on 16 July 2019 it bought-back 200,000 ordinary shares of NIS0.01 each in the capital of the Company ("Ordinary Shares") in the market at a price of 119.8 pence per Ordinary Share. The Ordinary Shares acquired pursuant to the Buyback Programme will be reclassified as dormant shares under the Israeli Companies Law (without any rights attached thereon) and will be held in treasury.

Total Voting Rights

For the purposes of the Financial Conduct Authority’s Disclosure and Transparency Rules, Tremor notifies the market that as at the date of this announcement, the Company’s issued share capital consists of 121,264,228 ordinary shares with a nominal value of NIS0.01 each (“Ordinary Shares”), along with 22,541,078 shares reclassified as dormant shares under the Israeli Companies Law (without any rights attached thereon), the Company holds these dormant shares in Treasury. Therefore, the total number of shares with voting rights is 121,264,228.

The above figure of 121,264,228 Ordinary Shares may be used by shareholders in the Company as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change in their interest in, the share capital of the Company under the FCA’s Disclosure and Transparency Rules.

The information communicated in this announcement contains inside information for the purposes of Article 7 of the Market Abuse Regulation (EU) No. 596/2014.

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About Tremor International

Tremor International Ltd is a global leader in advertising technologies, operating in more than 70 countries. It has three core divisions: Tremor Video (brand advertising), Taptica (performance advertising) and RhythmOne (media).

Tremor Video helps advertisers deliver impactful brand stories across all screens through the power of creative video intelligence—innovative video technology combined with advanced audience data and captivating creative. Tremor Video is one of the largest and most innovative video advertising companies in North America, with offerings in CTV, influencer marketing, and private marketplaces.

The Taptica performance business is an end-to-end mobile technology advertising platform that helps the world's top brands reach their most valuable users with the widest range of traffic sources available today. Its proprietary technology leverages big data to target quality media at scale. It works with more than 600 advertisers including Amazon, Alibaba, Bytedance, Netmarble, Stubhub and OpenTable.

RhythmOne drives real business outcomes in multiscreen advertising. Its highly-ranked programmatic platform efficiently and effectively delivers performance, quality, and actionable data to demand and supply-focused clients and partners – and its influencer marketing offering fosters action and awareness by connecting brands with influencers who create and distribute branded content to engaged consumers.

Tremor International Ltd is headquartered in Israel and maintains offices throughout the US and Canada, Asia-Pacific, Europe, India, and Latin America, and is traded on the London Stock Exchange (AIM: TRMR).