

6 November 2019

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

Director Dealing

Tremor International Ltd (AIM: TRMR), a global leader in advertising technologies, announces that Yaniv Carmi, CFO of the Company has sold 637,477 shares of NIS 0.01 (“Ordinary Shares”) at 148 pence per share due to personal tax issues relating to his relocation from Israel to the United States as recommended by his tax advisors. Following the sale, Yaniv holds 15,427 Ordinary Shares and 2,575,329 unvested Restricted Stock Units (“RSUs”). Of the remaining RSUs, 57 per cent. are performance based.

Of the Ordinary Shares sold by Yaniv, 250,000 were options exercised on 5 November 2019 at NIS 0.01 pence per share under the Company's Global Share Incentive Plan (2011), these options automatically vested upon the approval of the shareholders at the Tremor General meeting and upon Yaniv relocating to the Tremor head office in New York.

Yaniv has received the following Ordinary Shares as part of the automatic quarterly vesting of his 1,471,617 time based RSUs approved by shareholders at the General Meeting on 22 March 2019. The time based RSUs were to vest in eight equal quarterly instalments over a period of 24 months.

Vesting Date	RSUs over Ordinary Shares of NIS 0.01
1 July 2019	183,952
1 October 2019	183,952

The information contained within this announcement is deemed by the Company to constitute inside information stipulated under the Market Abuse Regulation (EU) No. 596/2014. The below notification is made in accordance with the requirements of the EU Market Abuse Regulation.

1.	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Yaniv Carmi
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
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	Ordinary Shares of 0.01 NI
	Identification code	IL0011320343

b)	Nature of the transaction	Sale of Ordinary Shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		148	637,477
d)	Aggregated information: <ul style="list-style-type: none"> • Aggregated volume • Price 	See above	
e)	Date of the transaction	5 November 2019	
f)	Place of the transaction	London AIM	

1.	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Yaniv Carmi	
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	
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	Ordinary Shares of 0.01 NI	
	Identification code	IL0011320343	
b)	Nature of the transaction	Exercise of Options	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		0.01	250,000
d)	Aggregated information: <ul style="list-style-type: none"> • Aggregated volume • Price 	See above	
e)	Date of the transaction	5 November 2019	
f)	Place of the transaction	London AIM	

For further information please contact:

Tremor International Ltd

Ofer Druker, Chief Executive Officer
Yaniv Carmi, Chief Financial Officer

Tel: +972 3 545 3900

finnCap Ltd (Nominated Adviser)

Corporate Finance - Jonny Franklin-Adams, James Thompson, Hannah Boros
ECM - Tim Redfern, Richard Chambers

Tel: +44 (0)20 7220 0500

Vigo Communications (Financial Public Relations)

Jeremy Garcia
Antonia Pollock
Charlie Neish

tremor@vigocomms.com

Tel: +44 (0)20 7390 0230

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).