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

Tremor Video Enhances Data-Driven Solution
Expansion of ACR TV Retargeting Offering

Tremor International Ltd (AIM: TRMR), a global leader in video advertising technologies, announces that it has renewed its partnership with Alphonso, the TV data and measurement business, to expand the Company’s exclusive automatic content recognition (“ACR”) solution that enables brands to reach TV audiences more precisely and effectively across video devices.

Alphonso has been providing Tremor Video with television viewership data for the last four years and has agreed to a two-year extension. Tremor leverages the data collected by Alphonso, whose viewership data reach includes 15 million opted-in U.S. households, to allow its clients to target specific audiences in real-time based on their demographics and viewing habits. This extends beyond the TV screen, as advertising campaigns can also be delivered across mobile, laptop and tablet, allowing advertisers to enact cross-platform campaigns, thereby maximising impact.

Coupled with the recently combined RhythmOne offerings (YuMe and RadiumOne), the two-year extension with Alphonso reaffirms Tremor Video’s leadership position in the evolving TV retargeting space and reinforces the Company’s commitment to providing clients with unique, data-driven Advanced TV and video solutions.

Tremor Video now also offers exclusive display ACR solutions powered by Alphonso in the U.S. and Canada, allowing advertisers to activate cross-platform strategies and comprehensive campaigns that engage consumers from initial awareness to final purchase. Tremor Video also plans to enhance its offering for self-service clients in 2020.

Ofer Druker, Chief Executive Officer of Tremor Video, commented:

“Video advertising is one of the fastest growing and important areas in digital advertising. Our progress in developing our ACR solution is a clear example of our commitment to ensuring our continued leadership position in the video-based TV retargeting sector, which we have built over the last four years.”

“Tremor’s technology stack has grown hugely through the acquisition of RhythmOne, allowing us to widen our capabilities, including in TV retargeting. This growth in capability is reinforced by our partnership with Alphonso. The renewal of the partnership is an important step towards enhancing our leadership in TV retargeting in the coming years.”

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About Tremor International

Tremor International Ltd is a global leader in video 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).

About Alphonso

Alphonso is a TV data and measurement company, and the market leader in providing brands and agencies with real-time TV ad campaign measurement, closed-loop attribution for TV ads, and TV audience extension across digital devices.