

8 January 2020

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

Director Dealing

Tremor International Ltd (AIM: TRMR), a global leader in advertising technologies, 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**”) as part of the CEO Remuneration Amendments (as defined in the Circular posted to shareholders on 14 February 2019 in relation to the RhythmOne acquisition) 419,880 RSUs belonging to Ofer Druker, CEO of the Company, have vested and accordingly, 139,005 Ordinary Shares were sold on 6 January 2020, at 1.75 pence per Ordinary Share, as part of an automatic process to cover the immediate tax obligation under US tax law that Mr Druker has incurred upon the RSUs vesting. Following the vesting of the RSUs, Ofer holds a total of 1,061,558 vested RSUs or Ordinary Shares in the Company, representing 0.86 per cent. of the total voting rights.

In addition to the above, 183,952 time based RSUs granted to Yaniv Carmi, CFO of the Company, have vested and been issued to Yaniv Carmi. Following the issue of the RSUs, Yaniv holds a total of 199,379 vested RSUs or Ordinary Shares in the Company, representing 0.16 per cent. of the total voting rights.

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 | Ofer 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 | 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 | 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) | Price(s) | Volume(s) |
| | | n/a | 60,000 |

| | | | |
|----|--|---|---------|
| | | n/a | 359,880 |
| d) | Aggregated information: <ul style="list-style-type: none"> • Aggregated volume • Price | Total of 419,880 RSUs | |
| e) | Date of the transaction | 1 January 2020, 2 January 2020 respectively | |
| f) | Place of the transaction | London AIM | |

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|-----------|--|----------------------------------|-----------|
| 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 | 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 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) |
| | | 1.75 | 139,005 |
| d) | Aggregated information: <ul style="list-style-type: none"> • Aggregated volume • Price | See above | |
| e) | Date of the transaction | 6 January 2020 | |
| 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 | 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) | Price(s) | Volume(s) |
| | | n/a | 183,952 |
| d) | Aggregated information: <ul style="list-style-type: none"> • Aggregated volume • Price | See above | |
| e) | Date of the transaction | 1 January 2020 | |
| f) | Place of the transaction | London AIM | |

For further information please contact:

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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).