

16 July 2020

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

Block Admission Application

Tremor International Ltd (AIM: TRMR), a global leader in video advertising technologies, announces that application has been made to the London Stock Exchange plc for a block admission of 2,000,000 ordinary shares of NIS0.01 each in the capital of the Company (“New Ordinary Shares”) to be admitted to trading on AIM (“Admission”). It is expected that Admission will occur on 22 July 2020.

These New Ordinary Shares shall be issued and allotted from time to time pursuant to the exercise of share options and the vesting of restricted share units (RSUs), performance share units (PSUs) and restricted shares under the Company’s Global Share Incentive Plan (2011), the Company’s 2017 Equity Incentive Plan and the New Taptica Management Incentive Scheme and RhythmOne Plan. The New Ordinary Shares, when issued, shall rank equally with the Company’s existing issued ordinary shares.

The Company’s issued share capital consists of 132,143,858 ordinary shares with a nominal value of NIS0.01 each (“Ordinary Shares”), along with 26,847,359 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 132,143,858. The Company will notify on a monthly basis where there have been changes to the issued share capital.

For further information please contact

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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.

About Tremor International

Tremor International Ltd is a global leader in advertising technologies, it has three core divisions: Tremor Video, RhythmOne and Unruly.

Tremor Video helps advertisers deliver impactful brand stories across all screens through the power of 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, in stream, and in-app.

The media side of Tremor, 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.

Unruly is a strong video marketplace with more than 2,000 direct integrations with publishers, unique demand relationships with the world’s biggest advertisers and privileged access to News Corp inventory. Unruly works with 95% of the AdAge 100 and 82% of video views are delivered across Comscore 1,000 sites.

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