

8 October 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 2020 in relation to the RhythmOne acquisition) 419,880 RSUs belonging to Ofer Druker, CEO of the Company, have vested and accordingly, 213,807 Ordinary Shares were sold on 1 October and 2 October, at range of 1.87-1.89 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 2,365,491 vested RSUs or Ordinary Shares in the Company, representing 1.78% per cent. of the total voting rights.

In addition to the above, 183,952 time based RSUs over Ordinary Shares granted to Yaniv Carmi, COO of the Company, have vested and been issued to Yaniv Carmi. Following the issue of the RSUs, Yaniv holds a total of 788,026 vested RSUs or Ordinary Shares in the Company, representing 0.59% 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	419,880
d)	Aggregated information: <ul style="list-style-type: none"> • Aggregated volume • Price 	Total of 419,880 RSUs	
e)	Date of the transaction	1 October and 2 October respectively	
f)	Place of the transaction	London AIM	

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)
		1.89	30,554
		1.87	183,253
d)	Aggregated information: <ul style="list-style-type: none"> • Aggregated volume 	See above	

	• Price	
e)	Date of the transaction	1 October and 2 October respectively
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 Operating 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 October 2020
f)	Place of the transaction	London AIM

For further information please contact:

Tremor International Ltd

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About Tremor International

Tremor International Ltd is a global leader in advertising technologies, it has three core capabilities: Video, Data and CTV, and our unique approach is centred on offering a full stack end-to-end solution which provides the Company with a major advantage in the marketplace.

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 content. Tremor Video is one of the largest and most innovative video advertising companies in North America and globally, with offerings in CTV, in-stream, out-stream and in-app.

The media side of Tremor, Unruly, 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. Tremor has a meaningful number of 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).