

Tremor International Ltd
("Tremor" or the "Company")

PDMR Dealing & Total Voting Rights

Tremor International Ltd (AIM: TRMR), a global leader in video advertising technologies, announces for the purposes of the Financial Conduct Authority's Disclosure and Transparency Rules, pursuant to its block admission requirements, Tremor notifies the market that as at the date of this announcement, the Company's issued share capital consists of 133,164,657 ordinary shares with a nominal value of NIS0.01 each ("Ordinary Shares"), along with 27,889,814 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 133,164,657.

The above figure of 133,164,657 Ordinary Shares may be used by shareholders in the Company as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change in their interest in, the share capital of the Company under the FCA's Disclosure and Transparency Rules.

In addition, the Company announces that Yaniv Carmi, COO of the Company, has sold 91,976 Ordinary Shares at a price of 200 pence per Ordinary Share on 12 October 2020 in order to cover the immediate tax obligation under US tax law that Mr. Carmi has incurred upon the RSUs vesting. Following the sale of Ordinary Shares, Yaniv holds a total of 696,050 vested RSUs or Ordinary Shares in the Company, representing 0.52 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.

For further information or enquiries please contact:

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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).

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	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)
		200 pence	91,976
d)	Aggregated information: · Aggregated volume · Price	See above	
e)	Date of the transaction	12 October 2020	
f)	Place of the transaction	London AIM	