

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

Director Dealing

Tremor International Ltd (AIM: TRMR), a global leader in advertising technologies, announces that, Ofer Druker, Chief Executive Officer, and Yaniv Carmi, Chief Operating Officer, sold 293,809 and 110,257 ordinary shares of NIS0.01 each in the capital of the Company ("Ordinary Shares") respectively. The Ordinary Shares were sold at an average price of 720.0590 pence per share and were sold in order to cover part of the tax obligations triggered by the vesting of the shares.

As a result, Ofer Druker holds a total of 2,751,805 vested RSUs or Ordinary Shares in the Company, representing 2.0 per cent. of the total voting rights. Yaniv Carmi holds a total of 1,210,661 vested RSUs or Ordinary Shares in the Company, representing 0.9 per cent. of the total voting rights.

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).

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	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	Sale of Ordinary Shares	
	Identification code	IL0011320343	
b)	Nature of the transaction	Vesting of RSUs	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		720.0643p	269,442
		720p	24,367
d)	Aggregated information:	Price(s)	Volume(s)
	<ul style="list-style-type: none"> • Aggregated volume • Price 	720.0590p	293,809
e)	Date of the transaction	30 April 2021 4 May 2021	
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						
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