

Template for notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them

1.	Details of the person discharging managerial responsibilities/person closely associated											
a)	Name	Ole Elverdam Borch										
2.	Reason for the notification											
a)	Position/status	Chairman of the board of directors, North Media A/S										
b)	Initial notification/Amendment	Initial notification										
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor											
a)	Name	North Media A/S										
b)	LEI	5493005TQSCPQXY1NP67										
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	Share										
	Identification code	ISIN code: DK0010270347										
b)	Nature of transaction	Acquisition of shares. The transaction is not related to a stock option programme.										
c)	Price(s) and volume(s)	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;">Price(s)</th> <th style="width: 40%;">Volume(s)</th> </tr> </thead> <tbody> <tr> <td>DKK 93.00</td> <td>482</td> </tr> <tr> <td>DKK 93.00</td> <td>461</td> </tr> <tr> <td>DKK 92.90</td> <td>107</td> </tr> <tr> <td>DKK 92.90</td> <td>1,500</td> </tr> </tbody> </table>	Price(s)	Volume(s)	DKK 93.00	482	DKK 93.00	461	DKK 92.90	107	DKK 92.90	1,500
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DKK 93.00	482											
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DKK 92.90	1,500											
d)	Aggregated information - Aggregated volume - Price	2,550 shares DKK 92.9370 per share (total DKK 236,989.30)										
e)	Date of the transaction	2022-02-11, UTC 13:48										
f)	Place of the transaction	Nasdaq OMX Copenhagen										