

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	Jannik Bray Christensen					
2.	Reason for the notification						
a)	Position/status	Member of executive board, 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	Stock options granted, related to a stock option programme.					
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th><th>Volume(s)</th></tr> </thead> <tbody> <tr> <td>DKK 36.30</td><td>25,000</td></tr> </tbody> </table>		Price(s)	Volume(s)	DKK 36.30	25,000
Price(s)	Volume(s)						
DKK 36.30	25,000						
d)	Aggregated information - Aggregated volume - Price	N/A					
e)	Date of the transaction	2020-02-13					
f)	Place of the transaction	Outside a trading venue					