**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 |  Ulrik Falkner Thagesen |
| **2.**  | Reason for the notification |
| a) | Position/status |  Member 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 instrumentIdentification code  |  Share 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) |

|  |  |
| --- | --- |
| Price(s) | Volume(s) |
|   DKK 70.56 | 2,750 |

 |
| d) | Aggregated information* Aggregated volume
* Price
 |  2,750 shares  DKK 70.563 per share (total DKK 194,050)  |
| e) | Date of the transaction |  2020-11-05, UCT 15:37 |
| f) | Place of the transaction |  Nasdaq OMX Copenhagen |