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

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| **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 instrument  Identification 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 |