

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

<b>1.</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>																	
a)	Name	Lasse Ingemann Brodt																
<b>2.</b>	Reason for the notification																	
a)	Position/status	Member of executive board, North Media A/S																
b)	Initial notification/Amendment	Initial notification																
<b>3.</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>																	
a)	Name	North Media A/S																
b)	LEI	5493005TQSCPQXY1NP67																
<b>4.</b>	<b>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</b>																	
a)	Description of the financial instrument, type of instrument	Share																
	Identification code	ISIN code: DK0010270347																
b)	Nature of transaction	Disposal of shares																
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 120.00 (UTC 09:14)</td> <td>400</td> </tr> <tr> <td>DKK 119.70 (UTC 09:14)</td> <td>120</td> </tr> <tr> <td>DKK 119.60 (UTC 09:14)</td> <td>409</td> </tr> <tr> <td>DKK 119.40 (UTC 09:14)</td> <td>129</td> </tr> <tr> <td>DKK 119.20 (UTC 09:14)</td> <td>692</td> </tr> <tr> <td>DKK 119.00 (UTC 09:14)</td> <td>7.785</td> </tr> <tr> <td>DKK 119.00 (UTC 09:14)</td> <td>10,465</td> </tr> </tbody> </table>	Price(s)	Volume(s)	DKK 120.00 (UTC 09:14)	400	DKK 119.70 (UTC 09:14)	120	DKK 119.60 (UTC 09:14)	409	DKK 119.40 (UTC 09:14)	129	DKK 119.20 (UTC 09:14)	692	DKK 119.00 (UTC 09:14)	7.785	DKK 119.00 (UTC 09:14)	10,465
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d)	Aggregated information																	
	- Aggregated volume	20,000 shares																
	- Price	2,380,931.40 DKK (average share price 119.05 DKK)																
e)	Date of the transaction	2021-08-20																
f)	Place of the transaction	Nasdaq OMX Copenhagen																