

**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	Mads Dahl Møberg Andersen						
<b>2.</b>	Reason for the notification							
a)	Position/status	Member of the board of directors, 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" 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>86.02791 DKK (UTC 14:51)</td> <td>10,000</td> </tr> <tr> <td>86.00119 DKK (UTC 14:56)</td> <td>10,000</td> </tr> </tbody> </table>	Price(s)	Volume(s)	86.02791 DKK (UTC 14:51)	10,000	86.00119 DKK (UTC 14:56)	10,000
Price(s)	Volume(s)							
86.02791 DKK (UTC 14:51)	10,000							
86.00119 DKK (UTC 14:56)	10,000							
d)	Aggregated information - Aggregated volume - Price	20,000 shares DKK 86.01455 average price per share (total DKK 1,720,291.00)						
e)	Date of the transaction	2022-02-21						
f)	Place of the transaction	Nasdaq OMX Copenhagen						