

**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	Henrik Løvig Jensen				
<b>2.</b>	Reason for the notification					
a)	Position/status	Member of the 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	Other transaction (exercise of stock options in accordance with a stock option program)				
c)	Price(s) and volume(s)	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Price(s)</th> <th style="width: 50%;">Volume(s)</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">DKK 36.30</td> <td style="text-align: center;">16,000</td> </tr> </tbody> </table>	Price(s)	Volume(s)	DKK 36.30	16,000
Price(s)	Volume(s)					
DKK 36.30	16,000					
d)	Aggregated information - Aggregated volume - Price	16,000 shares DKK 36.30 per share (total DKK 580,800.00)				
e)	Date of the transaction	2021-02-18, UCT 09:59				
f)	Place of the transaction	Outside a trading venue				