

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	Mads Dahl Møberg Andersen												
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	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>123.000 DKK (UTC 07:59)</td> <td style="text-align: right;">1,125</td> </tr> <tr> <td>120.002 DKK (UTC 08:20)</td> <td style="text-align: right;">3,337</td> </tr> <tr> <td>121.000 DKK (UTC 08:12)</td> <td style="text-align: right;">10,000</td> </tr> <tr> <td>122.000 DKK (UTC 09:33)</td> <td style="text-align: right;">11,628</td> </tr> <tr> <td>122.000 DKK (UTC 09:29)</td> <td style="text-align: right;">461</td> </tr> </tbody> </table>	Price(s)	Volume(s)	123.000 DKK (UTC 07:59)	1,125	120.002 DKK (UTC 08:20)	3,337	121.000 DKK (UTC 08:12)	10,000	122.000 DKK (UTC 09:33)	11,628	122.000 DKK (UTC 09:29)	461
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d)	Aggregated information - Aggregated volume - Price	26,551 shares DKK 121.415 average price per share (total DKK 3,223,678.60)												
e)	Date of the transaction	2021-08-24												
f)	Place of the transaction	Nasdaq OMX Copenhagen												