

**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	Jannik Bray Christensen							
<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" style="width: 100%;"> <thead> <tr> <th style="width: 50%;">Price(s)</th> <th style="width: 50%;">Volume(s)</th> </tr> </thead> <tbody> <tr> <td>86.00 DKK</td> <td>1,916</td> </tr> <tr> <td>85.12 DKK</td> <td>1,916</td> </tr> </tbody> </table>		Price(s)	Volume(s)	86.00 DKK	1,916	85.12 DKK	1,916
Price(s)	Volume(s)								
86.00 DKK	1,916								
85.12 DKK	1,916								
d)	Aggregated information								
	- Aggregated volume	3,832 shares							
	- Price	DKK 85.56 average price per share (total DKK 327,865.92)							
e)	Date of the transaction	2022-02-23							
f)	Place of the transaction	Nasdaq OMX Copenhagen							