

**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	Tina Lykke Andersen				
<b>2.</b>	<b>Reason for the notification</b>					
a)	Position/status	Closely associated with (wife of) Mads Dahl Møberg Andersen, chairman of the board of directors in North Media A/S (the issuer),				
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. Transfer from a joint depot owned by Tina Lykke Andersen and her husband Mads Dahl Møberg Andersen to a depot solely owned by Mads Dahl Møberg Andersen.				
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 52.620</td><td>20,000</td></tr> </tbody> </table>	Price(s)	Volume(s)	DKK 52.620	20,000
Price(s)	Volume(s)					
DKK 52.620	20,000					
d)	Aggregated information - Aggregated volume - Price	20,000 shares DKK 52.620 per share (total DKK 1,052,400)				
e)	Date of the transaction	2020-03-02, UCT 16:26				
f)	Place of the transaction	Outside a trading venue				