

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	Kåre Stausø Wigh	
2.	Reason for the notification		
a)	Position/status	Managing director and CFO, member of the executive board at 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	Other transaction (exercise of stock options in accordance with a stock option program)	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		DKK 36.30	24,000
d)	Aggregated information		
	- Aggregated volume	24,000 shares	
	- Price	DKK 36.30 per share (total DKK 871,200.00)	
e)	Date of the transaction	2022-02-21, UTC 16:00	
f)	Place of the transaction	Outside a trading venue	