

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	Chairman of the board of directors in North Media A/S (the issuer).					
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. Transfer from a joint depot owned by Mads Dahl Møberg Andersen and his wife Tina Lykke Andersen to a depot solely owned by Mads Dahl Møberg Andersen.					
c)	Price(s) and volume(s)	<table border="1"> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> <tr> <td>DKK 52.620</td> <td>20,000</td> </tr> </table>	Price(s)	Volume(s)	DKK 52.620	20,000	
Price(s)	Volume(s)						
DKK 52.620	20,000						
d)	Aggregated information	<table border="1"> <tr> <td>- Aggregated volume</td> <td>20,000 shares</td> </tr> <tr> <td>- Price</td> <td>DKK 52.620 per share (total DKK 1,052,400)</td> </tr> </table>		- Aggregated volume	20,000 shares	- Price	DKK 52.620 per share (total DKK 1,052,400)
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- Price	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					