

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	Lasse Ingemann Brodt				
2.	Reason for the notification					
a)	Position/status	Member of the executive board, 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)	<table border="1"> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> <tr> <td>DKK 36.30</td> <td>16,000</td> </tr> </table>	Price(s)	Volume(s)	DKK 36.30	16,000
Price(s)	Volume(s)					
DKK 36.30	16,000					
d)	Aggregated information - Aggregated volume - Price	16,000 shares DKK 36.30 per share (total DKK 580,800.00)				
e)	Date of the transaction	2021-02-23, UTC 10:58				
f)	Place of the transaction	Outside a trading venue				