

1	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	Blommenholm Industrier AS				
2	Reason for the notification					
a)	Position/status	Close associate of chair of the board of Polaris Media ASA, Trond Berger				
b)	Initial notification/Amendment	Initial notification				
3	Details of issuer					
a)	Name	Polaris Media ASA				
b)	LEI	5967007LIEEXZXILKG08				
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 Identification code	Shares in Polaris Media ASA with ISIN NO0010466022				
b)	Nature of the transaction	Acquisition				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>NOK 75 per share</td> <td>1,900,000 shares</td> </tr> </tbody> </table>	Price(s)	Volume(s)	NOK 75 per share	1,900,000 shares
Price(s)	Volume(s)					
NOK 75 per share	1,900,000 shares					
d)	Aggregated information — Aggregated volume — Price	1,900,000 shares for a total of NOK 142,500,000.				
e)	Date of the transaction	2024-05-30				
f)	Place of the transaction	Outside a trading venue				