

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>					
a)	Name	Blommenholm Industrier AS				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	Close associate of chair of the board of Polaris Media ASA, Trond Berger				
b)	Initial notification/Amendment	Initial notification				
<b>3</b>	<b>Details of issuer</b>					
a)	Name	Polaris Media ASA				
b)	LEI	5967007LIEEXZXILKG08				
<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 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><b>Price(s)</b></th> <th><b>Volume(s)</b></th> </tr> </thead> <tbody> <tr> <td>NOK 75 per share</td> <td>1,900,000 shares</td> </tr> </tbody> </table>	<b>Price(s)</b>	<b>Volume(s)</b>	NOK 75 per share	1,900,000 shares
<b>Price(s)</b>	<b>Volume(s)</b>					
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				