

Announcement (Selskabsmeddelelse) no. 9-2021
Copenhagen, 2. June 2021

Management buys more Hypefactors shares

The media intelligence SaaS company Hypefactors, providing users with a real-time overview to global and local media mentions and reputation metrics for companies, brands, competitors, industries and trends, is pleased to announce the final completion this week of a DKK 3 million capital increase in accordance with a previously made announcement from March 31, 2021. The company CEO Casper Janns has invested DKK 1 million and the CFO Michael Osterlund Madsen has invested DKK 500,000. Also, the company's second largest shareholder Jan Werner and another early shareholder Augustenborg Holding Aps are a part of the group behind the capital increase. The total number of issued new shares related to this capital increase is 445,632 and the share price is DKK 6.732. The transaction has been divided in two parts, where the remaining 148,544 shares issued now makes the transaction complete. The share price was the same for the DKK 1,5 million debt converted to 222,816 shares, as also announced March 31, 2021.

The capital increase is combined with a loan of DKK 3 million from Vaekstfonden (the Danish state's investment fund). An optional additional loan tranche of DKK 1 million is already committed by Vaekstfonden for later this year if specific targets are met.

About Hypefactors A/S

Hypefactors is an integrated AI powered Earned Media tech platform to support better media intelligence and reputation management. Hypefactors combine data, analytics, technology and tools to provide a unified and easy-to-use experience. With all the tools to automate and ease the work, and all the facts to document the results. In addition to media monitoring across the different media channels, the platform provides access to a number of facts, incl. automated documentation of the monetary value and quality assessment of each third-party media mention. The platform also contains other time-saving tools such as automatically generated media reports and a mobile app giving access to real-time media mentions. The company is listed at Nasdaq Growth Market in Copenhagen, Denmark.

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