

Announcement no. 16-2021
Managers' transactions
Copenhagen, 30. September 2021

Notification of transactions by persons discharging managerial responsibilities and persons closely associated with them

- UPDATED WITH ATTACHMENT (MISSING IN ANNOUNCEMENT NO. 15)

Hypefactors has received notification pursuant to article 19 of regulation (EU) no. 596/2014 (the market abuse regulation) of transactions related to shares in Hypefactors made by Commercial Director Frederik Nørby who has acquired 15,710 shares at an average price of DKK 7.7290 per share. Total price was DKK 121,422.50. Please see attachment for detailed information.

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.

For more information, please contact:

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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	Frederik Nørby												
2.	Reason for the notification													
a)	Position/status	Commercial Director												
b)	Initial notification/Amendment	Initial notification												
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor													
a)	Name	Hypefactors A/S												
b)	LEI	549300LY0X5PA5RWLG14												
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	Shares												
	Identification code	DK0060989911												
b)	Nature of the transaction	Purchase of shares												
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>7.3864</td> <td>2113</td> </tr> <tr> <td>7.5268</td> <td>2420</td> </tr> <tr> <td>7.8375</td> <td>11177</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> </tbody> </table>	Price(s)	Volume(s)	7.3864	2113	7.5268	2420	7.8375	11177				
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7.3864	2113													
7.5268	2420													
7.8375	11177													
d)	Aggregated information													
	- Aggregated volume	15710												
	- Price	121,422.05												
e)	Date of the transaction	30.9.2021												
f)	Place of the transaction	Nasdaq First North Growth Market Denmark, DSME												

Updated 5 March 2018