

Announcement no. 20-2021
Inside Information
Copenhagen, 30. December 2021

Liquidity provider agreement discontinued

After evaluating pros and cons, it has been decided that Hypefactors will discontinue the collaboration with the liquidity provider Lago Kapital. This with effect from January 3rd, 2022.

About Hypefactors A/S

Hypefactors is an integrated AI powered Earned Media tech platform to support better media intelligence, reputation and trust 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:

Casper Janns, CEO: Tlf.: +45 20167481, e-mail: cj@hypefactors.com

Pierre André Montjovet, Chairman of the Board: Tlf: +41 (0)78 922 33 0,
e-mail: p.montjovet@heritage.ch

Hypefactors A/S
Kronprinsessegade 8B
1306 Copenhagen K
Denmark

www.hypefactors.com

Certified Adviser

Oaklins Denmark

Østergade 26B

1100 København K

Kim Harpøth Jespersen, Partner, M +4552150243, email: k.jespersen@dk.oaklins.com

www.oaklins.com