

Announcement no. 3-2022

Company Announcement
Copenhagen, 1 April 2022

Financial calendar, update

The Annual Report 2021 will be made public on April 5, 2022, which is a five days later than first announced and expected. This due to intensive workload in the process. The updated financial calendar for 2022:

04.05.2022: Annual report 2021

26.05.2022: Annual general meeting (unchanged)

30.08.2022: Half-year report, H1/2022 (unchanged)

About Hypefactors A/S

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