

## Trading in GN Store Nord shares by board members, executives and associated persons

GN Store Nord has received notification pursuant to article 19 of regulation (EU) no. 596/2014 of the below transactions related to shares in GN Store Nord made by persons discharging managerial responsibilities in GN Store Nord and/or persons closely related with them.

1 Details of the person discharging managerial responsibilities/person closely associated																								
a)	Name	Peter la Cour Gormsen																						
2 Reason for the notification																								
a)	Position/status	Chief Financial Officer																						
b)	Initial notification/Amendment	Initial notification																						
3 Details of the issuer																								
a)	Name	GN Store Nord A/S																						
b)	LEI	5493008U3H3W0NKPFL10																						
4.1 Details of the transaction(s)																								
a)	Description of the financial instrument, type of instrument Identification code	Shares DK0010272632																						
b)	Nature of the transaction	Sale 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>DKK 515.2</td> <td>35 shares</td> </tr> <tr> <td>DKK 515.3</td> <td>141 shares</td> </tr> <tr> <td>DKK 515.3</td> <td>1,215 shares</td> </tr> <tr> <td>DKK 515.3</td> <td>323 shares</td> </tr> <tr> <td>DKK 515.3</td> <td>58 shares</td> </tr> <tr> <td>DKK 515.3</td> <td>60 shares</td> </tr> <tr> <td>DKK 515.2</td> <td>39 shares</td> </tr> <tr> <td>DKK 515.2</td> <td>29 shares</td> </tr> <tr> <td>DKK 515.2</td> <td>18 shares</td> </tr> <tr> <td>DKK 515.0</td> <td>82 shares</td> </tr> </tbody> </table>	Price(s)	Volume(s)	DKK 515.2	35 shares	DKK 515.3	141 shares	DKK 515.3	1,215 shares	DKK 515.3	323 shares	DKK 515.3	58 shares	DKK 515.3	60 shares	DKK 515.2	39 shares	DKK 515.2	29 shares	DKK 515.2	18 shares	DKK 515.0	82 shares
Price(s)	Volume(s)																							
DKK 515.2	35 shares																							
DKK 515.3	141 shares																							
DKK 515.3	1,215 shares																							
DKK 515.3	323 shares																							
DKK 515.3	58 shares																							
DKK 515.3	60 shares																							
DKK 515.2	39 shares																							
DKK 515.2	29 shares																							
DKK 515.2	18 shares																							
DKK 515.0	82 shares																							
d)	Aggregated information - Aggregated volume - Price	2,000 shares DKK 515.3 per share																						
e)	Date of the transaction	2021-05-21																						
f)	Place of the transaction	Nasdaq Copenhagen																						



For further information, please contact:

**Investors and analysts**

Henriette Wennicke  
Vice President – Investor Relations & Treasury  
Tel: +45 45 75 03 33

Or

Rune Sandager  
Director – Investor Relations & Treasury  
Tel: +45 45 75 92 57

**Press and the media**

Lars Otto Andersen-Lange  
Head of Media Relations & Corporate Public Affairs  
Tel: +45 45 75 02 55

**About GN Group**

The GN Group enables people to Hear More, Do More and Be More through its intelligent hearing, audio and video collaboration solutions. Inspired by people and driven by our innovation leadership, we leverage technological synergies between our hearing and audio divisions to deliver unique and increasingly individualized user experiences in our products and solutions.

150 years ago, GN was founded with a truly innovative and global mindset. Today, we honor that legacy with world-leading expertise in the human ear, sound and video processing, wireless technology, miniaturization and collaborations with leading technology partners. GN's solutions are marketed by the brands ReSound, Beltone, Interton, Jabra, BlueParrott and FaCom in 100 countries. Founded in 1869, the GN Group employs 6,500 people and is listed on Nasdaq Copenhagen (GN.CO).

Visit our homepage [GN.com](http://GN.com) - and connect with us on [LinkedIn](#), [Facebook](#) and [Twitter](#).