

Date: 27.08.2025 13:00

Notification based on Article 19 MAR Regulation

1. Details of the person discharging managerial responsibilities / person closely associated

a) Name

Rea ehf.

2. Reason for the notification

a) Position/stats

Elías Skúli Skúlason is the Vice Chairman of the Board of Fly Play hf. Elías Skúli is the Chairman of the Board and a shareholder in Rea ehf.

b) Initial notification/amendment

Initial notification

3. Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

a) Name

Fly Play hf.

b) Legal Entity Identifier (LEI)

6488JA9V5773X03XRQ10

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

Convertible bond

b) Identification code (ISIN)

IS0000038040

c) Nature of the transaction

Purchase of 37 bonds, each with a nominal value of ISK 5,000,000, with a conversion right into shares in Fly Play hf., ISIN IS0000032936. The total transaction amount is ISK 185,000,000. Bondholders are entitled, but not obliged, at each repayment of the bonds, whether through early redemption or payment at maturity, to convert their claim into new share capital in the company, at an exchange rate of ISK 1.0 per share. The issue date of the convertible bonds is August 26, 2025, and the maturity date is 24 months later.

d) Price(s) and volume

Price	Volume
5,000,000	37

e) Price – aggregated information

5,000,000

f) Aggregated volume

37

g) Date of the transaction

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h) Place of the transaction

Outside a trading venue