

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	Casper Janns																		
2.	Reason for the notification																			
a)	Position/status	CEO																		
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" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;"></th> <th style="width: 25%; text-align: center;">Price(s)</th> <th style="width: 25%; text-align: center;">Volume(s)</th> </tr> </thead> <tbody> <tr> <td></td> <td style="text-align: center;">4,690</td> <td style="text-align: center;">821</td> </tr> <tr> <td></td> <td style="text-align: center;">4,700</td> <td style="text-align: center;">9715</td> </tr> <tr> <td></td> <td style="text-align: center;">4,700</td> <td style="text-align: center;">2364</td> </tr> <tr> <td></td> <td style="text-align: center;">4,990</td> <td style="text-align: center;">3007</td> </tr> <tr> <td></td> <td style="text-align: center;">5,560</td> <td style="text-align: center;">962</td> </tr> </tbody> </table>		Price(s)	Volume(s)		4,690	821		4,700	9715		4,700	2364		4,990	3007		5,560	962
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	5,560	962																		
d)	Aggregated information	5,560 2,000																		
	- Aggregated volume	5,560 1,131																		
	- Price	20,000 DKK 98,383.80																		
e)	Date of the transaction	21.09.2021																		
f)	Place of the transaction	Nasdaq First North Growth Market Denmark, DSME																		