

**Template for notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them**

<b>1.</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>													
a)	Name	Frederik Nørby												
<b>2.</b>	<b>Reason for the notification</b>													
a)	Position/status	Commercial Director												
b)	Initial notification/Amendment	Initial notification												
<b>3.</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>													
a)	Name	Hypefactors A/S												
b)	LEI	549300LY0X5PA5RWLG14												
<b>4.</b>	<b>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</b>													
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%; text-align: center;">Price(s)</th> <th style="width: 50%; text-align: center;">Volume(s)</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">7.3864</td> <td style="text-align: center;">2113</td> </tr> <tr> <td style="text-align: center;">7.5268</td> <td style="text-align: center;">2420</td> </tr> <tr> <td style="text-align: center;">7.8375</td> <td style="text-align: center;">11177</td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> </tbody> </table>	Price(s)	Volume(s)	7.3864	2113	7.5268	2420	7.8375	11177				
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7.3864	2113													
7.5268	2420													
7.8375	11177													
d)	Aggregated information - Aggregated volume - Price	15710 DKK 121,422.59												
e)	Date of the transaction	30.9.2021												
f)	Place of the transaction	Nasdaq First North Growth Market Denmark, DSME												