



Announcement no. 17

November 4, 2022

Major shareholder notification – William Demant Invest A/S

GN Store Nord A/S hereby announces that on November 3, 2022, pursuant to Section 38(1) of the Danish Capital Markets Act, it received a notification from William Demant Invest A/S stating that on November 3, 2022 William Demant Invest A/S increased its aggregate holding of shares, cf. Section 38(1) of the Danish Capital Markets Act, to above 10% of the share capital and voting rights in GN Store Nord A/S.

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About GN

GN facilitates communication between people through intelligent hearing, audio, video, and gaming technology. Inspired by people and driven by our passion for innovation, we leverage technologies to deliver unique user experiences that bring people closer through the power of sound and vision.

GN was founded more than 150 years ago with a vision to connect the world. Today, we proudly honor that legacy with our world-leading expertise in the human ear, audio, video and speech, wireless technologies, software, miniaturization, and collaboration with leading technology partners. GN's solutions are marketed by the brands ReSound, SteelSeries, Jabra, Beltone, Interton, BlueParrott, Danavox and FalCom in 100 countries. Founded in 1869, the GN Group employs more than 7,000 people and is listed on Nasdaq Copenhagen (GN.CO).

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