

Announcement no. 4 2021

## Reporting of transactions related to shares in Agillic A/S made by persons with managerial responsibilities

Copenhagen – 18 January 2021 – Agillic A/S (Nasdaq First North Growth Market Denmark: AGILC) has received notification pursuant to Article 19 of the Market Abuse Regulation of transactions related to shares in Agillic A/S made by persons with managerial responsibilities in Agillic and/or persons closely associated with them.

Johnny Henriksen, Chair of the Board of Directors

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Johnny Henriksen	
2	Reason for the notification		
a)	Position/status	Chair of the Board of Directors	
b)	Initial notification/Amendment	Initial notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer, or auction monitor		
a)	Name	Agillic A/S	
b)	LEI-code	894500WP4D8JDZ88S128	
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 Identification code	Shares Agilc DK0060955854	
b)	Nature of transaction	Sale of shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		20	50,000
		24.04	20,800
d)	Aggregated information - Aggregated volume(s) - Price	50,000 shares DKK 1,000,000  20,800 shares DKK 500,000	
e)	Date of the transaction	14.01 2021	
f)	Place of transaction	OTC	

Peter Elbek, Board member

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Peter Elbek
2	Reason for the notification	
a)	Position/status	Board member
b)	Initial notification/Amendment	Initial notification

3	Details of the issuer, emission allowance market participant, auction platform, auctioneer, or auction monitor		
a)	Name	Agillic A/S	
b)	LEI-code	894500WP4D8JDZ88S128	
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 Identification code	Shares Agilc DK0060955854	
b)	Nature of transaction	Sale of shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		20	125,000
		24.04	20,800
d)	Aggregated information - Aggregated volume(s) - Price	125,000 shares DKK 2,500,000  20,800 shares DKK 500,000	
e)	Date of the transaction	14.01 2021	
f)	Place of transaction	OTC	

Dico ApS / Mikael Konnerup, board member

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Dico ApS / Mikael Konnerup	
2	Reason for the notification		
a)	Position/status	Board member	
b)	Initial notification/Amendment	Initial notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer, or auction monitor		
a)	Name	Agillic A/S	
b)	LEI-code	894500WP4D8JDZ88S128	
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 Identification code	Shares Agilc DK0060955854	
b)	Nature of transaction	Sale of shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		20	150,000
d)	Aggregated information - Aggregated volume(s) - Price	150,000 shares DKK 3,000,000	
e)	Date of the transaction	14.01 2021	
f)	Place of transaction	OTC	

## Lohmann Holding II ApS / Jesper Genther Lohmann, Board member

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Lohmann Holding II ApS / Jesper Genther Lohmann	
2	Reason for the notification		
a)	Position/status	Board member	
b)	Initial notification/Amendment	Initial notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer, or auction monitor		
a)	Name	Agillic A/S	
b)	LEI-code	894500WP4D8JDZ88S128	
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 Identification code	Shares Agilc DK0060955854	
b)	Nature of transaction	Sale of shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		20	12,500
d)	Aggregated information - Aggregated volume(s) - Price	12,500 shares DKK 250,000	
e)	Date of the transaction	14.01 2021	
f)	Place of transaction	OTC	

## Dico ApS / Mikael Konnerup, board member

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Dico ApS / Mikael Konnerup	
2	Reason for the notification		
a)	Position/status	Board member	
b)	Initial notification/Amendment	Initial notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer, or auction monitor		
a)	Name	Agillic A/S	
b)	LEI-code	894500WP4D8JDZ88S128	
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 Identification code	Shares Agilc DK0060955854	
b)	Nature of transaction	Purchase of shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		20	12,500
d)	Aggregated information - Aggregated volume(s) - Price	12,500 shares DKK 250,000	
e)	Date of the transaction	14.01 2021	
f)	Place of transaction	OTC	

**For further information, please contact:**

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**About Agillic A/S**

Agillic is a Danish software company enabling marketers to maximise the use of data and translate it into relevant and personalised communication establishing strong relations between people and brands. Our customer marketing platform uses AI to enhance the business value of customer communication. By combining data-driven customer insights with the ability to execute personalised communication, we provide our clients with a head start in the battle of winning markets and customers.

Besides the Company's headquarter in Copenhagen, Denmark, Agillic has sales offices in London (UK) and Stockholm (Sweden), as well as a development unit in Kyiv (Ukraine). For further information, please visit [www.agillic.com](http://www.agillic.com)

Agillic A/S (publ) (Nasdaq First North Growth Market Denmark: AGILC) is obligated to publish the above information in compliance with the EU Market Abuse Regulation. The information was published via agent by Agillic A/S on 18 January 2021.

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