

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

Einir ehf.

2. Reason for the notification

a) Position/stats

Einar Örn Ólafsson is the CEO of Fly Play hf. Einar Örn holds 100% of the shares in Einir 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 34 convertible bonds, each of nominal value ISK 5,000,000, with conversion rights into shares in Fly Play hf., ISIN IS0000032936. The aggregate value of the transactions is ISK 170,000,000. Bondholders are permitted, but not obligated to, on each payment date of the bonds, regardless of whether prepayment or due repayment is being made, to convert their claim into new shares in the company, at the price of ISK 1.0 for each share. The convertible bonds were issued on 26 August 2025 and their maturity is 24 months from the issuance date.

d) Price(s) and volume

Price	Volume
5,000,000	34

e) Price – aggregated information

5,000,000

f) Aggregated volume

34

g) Date of the transaction

25.08.2025 17:36

h) Place of the transaction

Outside a trading venue