

Trading in GN Store Nord shares by board members, executives and associated persons

Reference is made to company announcement no. 14 dated May 6, 2021, regarding buy back of shares by GN Store Nord, including a potential purchase by GN Store Nord of shares from GN Store Nord Fondet under a bilateral agreement. It is hereby announced that a purchase of 190,560 shares from GN Store Nord Fondet has been completed for a total purchase price of DKK 95,724,367.

As a consequence, GN Store Nord has received the following notification pursuant to article 19 of regulation (EU) no. 596/2014 of the above transaction related to shares in GN Store Nord made by persons discharging managerial responsibilities in GN Store Nord and/or persons closely related with them:

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	GN Store Nord Fondet	
2	Reason for the notification		
a)	Position/status	GN Store Nord Fondet is a closely associated person to GN Store Nord A/S' Chief Executive Officer, René Svendsen-Tune	
b)	Initial notification/Amendment	Initial notification	
3	Details of the issuer		
a)	Name	GN Store Nord A/S	
b)	LEI	5493008U3H3W0NKPFL10	
4.1	Details of the transaction(s)		
a)	Description of the financial instrument, type of instrument Identification code	Shares DK0010272632	
b)	Nature of the transaction	Sale of shares	
c)	Price(s) and volume(s)	Price(s) DKK 502.3 per share	Volume(s) 190,560 shares
d)	Aggregated information - Aggregated volume - Price	N/A	
e)	Date of the transaction	2021-05-12	
f)	Place of the transaction	Outside a trading venue	

For further information, please contact:

Investors and analysts



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About GN Group

The GN Group enables people to Hear More, Do More and Be More through its intelligent hearing, audio and video collaboration solutions. Inspired by people and driven by our innovation leadership, we leverage technological synergies between our hearing and audio divisions to deliver unique and increasingly individualized user experiences in our products and solutions.

150 years ago, GN was founded with a truly innovative and global mindset. Today, we honor that legacy with world-leading expertise in the human ear, sound and video processing, wireless technology, miniaturization and collaborations with leading technology partners. GN's solutions are marketed by the brands ReSound, Beltone, Interton, Jabra, BlueParrott and FaCom in 100 countries. Founded in 1869, the GN Group employs 6,500 people and is listed on Nasdaq Copenhagen (GN.CO).

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