

Copenhagen, 16 June 2025

Notice of Annual General Meeting 2025

The Annual General Meeting 2025 of Hypefactors A/S is hereby convened, for June 30, 2025, at 19:00. The general meeting will be held at the company's address: Kronprinsessegade 8B, 1306 Copenhagen K.

In accordance with Article 4.8 of the Articles of Association, the agenda is as follows:

1. Election of Chairman of the Meeting
2. The Board of Directors' report on the company's activities in the past financial year
3. Presentation of annual report with audit certificate for approval
4. Decision on the distribution of the result
5. Election of the Board of Directors
6. Election of auditor
7. Any other business

Elaboration of the agenda:

Reg. 1. Martin Michael Hansen is proposed as chairman of the meeting

Reg 2. The Board of Directors recommends that the report on the company's activities in the past financial year is approved

Reg. 3. The Board of Directors recommends that the annual report for 2024 is approved.

Reg 4. The Board of Directors proposes to the Annual General Meeting that the result for 2024 is distributed as stated in the annual report.

Reg. 5. In accordance with the Articles of Association, board members elected by the Annual General Meeting are appointed for a one-year term. The Board of Directors proposes the re-election of Martin Michael Hansen (Chairman), Kasper Hülsen, and Rafael Cifuentes. In addition, the Board recommends the election of Casper Janns as a new member. Background information and current management positions for the nominated candidates are available at: www.hypefactors.com/investor. Another candidate for election to the Board is Søren Hougaard. His CV is attached to this email for reference.

Reg. 6. The Board of Directors proposes re-election of Christensen Kjærulff as the company's auditor.

In order to for shareholders to attend the general meeting and cast a vote, the following procedures must be followed:

Registration date

A shareholder's right to attend a general meeting and to cast a vote is determined in relation to the shares held by the shareholder on the date of registration. The registration date is June 23, 2025. One shareholder's shareholding and voting rights are calculated on the registration date on the basis of listing of the shareholder's ownership in the register of shareholders, as well as any announcements of ownership that the company has received for entry in the register of owners.

Access

In order to be able to attend the company's general meeting, the shareholders must no later than June 25, 2025 at 23.59 have requested participation from Hypefactors A/S. Registration is done by sending an email to investor@hypefactors.com with the shareholder name.

Ballot papers

Ballot papers are handed out at the general meeting.

Power of attorney

A shareholder has the option of submitting a power of attorney if he or she is prevented from participating. Proxies can be sent via email to investor@hypefactors.com. Signed proxies must be received by June 27, 2025.

Letter votes

Postal votes can be cast in writing using a postal vote form, which can be requested at contact investor@hypefactors.com. The completed and signed form must be sent to Hypefactors at investor@hypefactors.com. Postal votes must be received no later than June 27, 2025. A postal vote received by the company may not be revoked.

About Hypefactors A/S

Hypefactors is an integrated AI powered Earned Media tech platform to support better media intelligence and reputation management. Hypefactors combine data, analytics, technology and tools to provide a unified and easy-to-use experience. With all the tools to automate and ease the work, and all the facts to document the results. In addition to media monitoring across the different media channels, the platform provides access to a number of facts, incl. automated documentation of the monetary value and quality assessment of each third-party media mention. The platform also contains other time-saving tools such as automatically generated media reports and a mobile app giving access to real-time media mentions.

For more information, please contact:

Casper Janns, CEO: Mobile: +45 20167481, e-mail: cj@hypefactors.com

Martin Michael Hansen, Chairman of the Board: Mobile + 45 20871845, e-mail: mmh@yu.agency