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Inside Information
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Launch of real-time ‘Perceived ESG’ insights for sustainable investment and reporting

The AI technology company Hypefactors will launch a new generation of its Atlastic.ai technology on December 1, 2023. Atlastic.ai 3.0 takes sustainability intelligence, also known as *Perceived ESG*, to an unprecedented level of insight. Among the insights, that will be made available are:

- **Company ESG:** Real-time and fine-grained ESG tracking in 26 dimensions for +80,000 publicly traded companies worldwide.
- **Macro ESG:** The live updated eagle-eye perspective on ESG perceived for 11 sectors, 74 industries, 300 market indices, all countries and globally (aggregated) for context and strategic sustainability trends. Available in the same level of granularity as Company ESG.
- **ESG Compare:** Benchmark and compare companies with industry-peers and their context (i.e. macro-level) ESG in one simple overview.
- **Timeseries ESG:** Technical analysis on ESG fluctuations and trends over time.

Perceived ESG data is sourced from billions of AI-enriched data points. This novel form of alternative data and insights targets investment teams, consultancies, sustainability, governance and compliance departments. *Perceived ESG* furthermore contributes to the European Corporate Sustainability Reporting Directive (CSRD) that will be in effect from 2024 and is enforced for est. 50,000 companies.

Perceived ESG features builds upon its prior announced IP, such as its extensive webcrawler (8M online sources), its Names-of-Interest AI (for high-precision ticker mapping), Reputation AI and the core AI enabling these product features: The multilingual ESG AI that handles +100 languages.

Established ESG data providers like Morningstar, S&P, Bloomberg and MSCI curate ESG reports, mostly based on fundamental and reported company data. They are infrequent and emphasize how sustainability trends risk the company's bottom line. Atlastic.ai's *Perceived ESG* differs markedly by offering real-time updated insights on a company's goodwill in terms of its sustainability reputation and how that impacts share price. Today, ESG reports are missing the latter perceived ESG dimension that is now available through Atlastic.ai.

About Hypefactors A/S

Hypefactors is an AI based reputation and corporate trust technology company, providing a tech platform to support better media intelligence and reputation/trust 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 several 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. The company is listed at Nasdaq Growth Market in Copenhagen, Denmark.

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