

Announcement no. 8-2024
Copenhagen, 16 May 2024

Notice of Annual General Meeting 2024

The Annual General Meeting 2024 of Hypefactors A/S is hereby convened, for May 30, 2024, at 16:00. 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. Modifications to Articles of Association, §3.1, §3.2 and §3.6
7. Election of auditor
8. 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 2023 with audit certificate is approved.

Reg 4. The Board of Directors proposes to the Annual General Meeting that the result for 2023 is distributed as stated in the annual report.

Reg. 5. In accordance with the articles of association, the board members elected by the Annual General Meeting are elected for one year at a time. The Board of Directors proposes that Martin Michael Hansen (Chairman), Kasper Hülsem and Rafael Cifuentes are re-elected. The nominated candidates background and management positions are described at www.hypefactors.com/investor

Reg 6. The Board of Directors recommends a modification of the Articles of Association §3.1, §3.2. and §3.6 from this:

§3.1. Indtil den 31. december **2024** er bestyrelsen bemyndiget til ad en eller flere gange at forhøje selskabskapitalen med fortegningsret for de eksisterende aktionærer ved at udstede aktier for op til nominelt kr. 1.000.000. Kapitalforhøjelsen skal foretages ved kontant indbetaling, apportindskud eller gældskonvertering. Tegningskursen fastsættes af bestyrelsen og kan være lavere end markedskursen

§3.2. Indtil den 31. december **2024** er bestyrelsen bemyndiget til ad en eller flere gange at forhøje selskabskapitalen uden fortegningsret for de eksisterende aktionærer ved at udstede aktier for op til nominelt kr. 1.000.000. Kapitalforhøjelsen skal foretages ved kontant indbetaling, apportindskud eller gældskonvertering. Tegningskursen fastsættes af bestyrelsen og kan være lavere end markedskursen.

§3.6 Bestyrelsen er bemyndiget til i perioden indtil 30. november 2024 ad én eller flere gange at udstede tegningsretter (warrants) i henhold til selskabslovens § 169 til selskabets bestyrelse, direktion, medarbejdere og konsulenter i selskabet med ret til tegning af op til nominelt kr. 500.000 i aktier af nominelt kr. 0,10 (med forbehold for et eventuelt højere beløb som følge af regulering i anledning af ændringer i selskabets kapital-struktur, som nærmere fastsat af bestyrelsen i forbindelse med udstedelsen af warrants) samt at foretage den dertil hørende kapitalforhøjelse uden fortegningsret for selskabets eksisterende aktionærer.

to this:

§3.1. Indtil den 31. december **2026** er bestyrelsen bemyndiget til ad en eller flere gange at forhøje selskabskapitalen med fortegningsret for de eksisterende aktionærer ved at udstede aktier for op til nominelt kr. 1.000.000. Kapitalforhøjelsen skal foretages ved kontant indbetaling, apportindskud eller gældskonvertering. Tegningskursen fastsættes af bestyrelsen og kan være lavere end markedskursen

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Reg. 7. The Board of Directors proposes re-election of Christensen Kjørulff as the company's auditor. The annual report for 2024 will be an 'Extended Review'.

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 May 23, 2024. 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 May 25, 2024 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 Monday May 28, 2024.

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 Monday May 28, 2024. 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:

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