

Announcement no. 9-2024
Copenhagen, 30 May 2024

Minutes from Annual General Meeting 2024

On 30 May 2023, at 16:00, the ordinary annual general meeting 2024 of Hypefactors A/S was conducted at the company's address, with the following agenda:

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

Reg. 1. Election of chairman of the meeting

Martin Michael Hansen was elected as chairman of the meeting. The chairman welcomed the participating shareholders. Also, the chairman stated that the general meeting had been duly convened in accordance with the articles of association and that the quorum requirements were fulfilled.

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

The board of directors, represented by board member Martin Michael Hansen, reported on the company's business activities during the past financial year. Martin Michael Hansen highlighted that, compared with 2022, the year 2023 shown an increase in revenue of 20%, the annual recurring revenue (ARR) increased 23% and the earnings before interest, tax, depreciation, and amortization (EBTIDA) increased by 493%. Also, the continued strong development of the company's tech assets was mentioned. The report was approved by the General Meeting.

Reg. 3. Presentation of annual report with audit certificate for approval

The General Meeting approved the annual report for 2023 with audit certificate.

Reg. 4. Decision on the distribution of the result

Regarding appropriation of profits or covering losses appearing from the annual report, the General Meeting approved, in accordance with the adopted annual report and the board of directors' proposal,

that the result of the financial year 2022 is transferred to the next financial year and that no dividend is paid out.

Reg. 5. Election of the Board of Directors

In accordance with the articles of association, the board members elected by the Annual General Meeting are elected for one year at a time. Martin Michael Hansen, Rafael Cifuentes and Kasper Hülsem were all re-elected. Pierre-André Montjovet was not seeking reelection for the board.

Reg. 6: Modifications to Articles of Association, §3.1, §3.2 and §3.6

The General Meeting approved modifications 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

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Ad. 7. Election of auditor

Christensen Kjørulff was reelected as the company's auditor. The annual report for 2024 will be an 'Extended Review'.

Ad. 8 Any other business

The CEO updated the General Meeting about the delisting from Nasdaq First North. It was mentioned that the management and the board of directors currently are evaluating potential strategic initiatives that could optimize the shareholder value. The chairman hereafter stated that all the items on the agenda had been discussed and that all proposals had been adopted. The ordinary general meeting was adjourned.

About Hypefactors A/S

Hypefactors is an integrated AI powered Earned Media 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.

For more information, please contact:

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