

Copenhagen, 28 April 2026

Notice of Extraordinary General Meeting

An Extraordinary Annual General Meeting of Hypefactors A/S is hereby convened, for May 12, 2026, at 14:00. The general meeting will be held at the company's address: Kronprinsessegade 8B, 1306 Copenhagen K.

In accordance with Article 4.3 of the Articles of Association, the agenda is as follows:

1. Election of Chairman of the Meeting
2. Election of auditor

Elaboration of the agenda:

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

Reg. 2. The Board of Directors proposes election of Inforevision 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 May 5, 2026. 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 5, 2026 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 May 8, 2026.

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 May 8, 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