

Notification and public disclosure of transactions by persons discharging managerial responsibilities (PDMR) and persons closely associated with them

1. Details of the person discharging managerial responsibilities / closely associated person

- a) Name: Frank Hansen
- b) Position/status: Chairman of the Board
- c) Initial notification / amendment: Initial notification

2. Details of the issuer

- a) Name: Loyal Solutions A/S
- b) Legal Entity Identifier (LEI): 8945000BUWXW4AVLVY67

3. Details of the transaction(s)

(Section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted)

- a) Description of the financial instrument, type of instrument, identification code:
Shares, ISIN DK0061535507, Ticker "LOYAL"
- b) Nature of the transaction: Purchase
- c) Price(s) and volume(s):
 - Price(s): DKK 11,89
 - Volume(s): 343,900 shares
- d) Aggregated information:
 - Aggregated volume: 343.900 shares
 - Price: DKK 11.89
- e) Date of the transaction: 10 June 2025
- f) Place of the transaction: Nasdaq First North Growth Market Stockholm (XSTO)

Notification and public disclosure of transactions by persons discharging managerial responsibilities (PDMR) and persons closely associated with them

1. Details of the person discharging managerial responsibilities / closely associated person

- a) Name: Peter Kisbye
- b) Position/status: Chief Executive Officer (CEO)
- c) Initial notification / amendment: Initial notification

2. Details of the issuer

- a) Name: Loyal Solutions A/S
- b) Legal Entity Identifier (LEI): 8945000BUWXW4AVLVY67

3. Details of the transaction(s)

(Section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted)

- a) Description of the financial instrument, type of instrument, identification code: Shares, ISIN DK0061535507, Ticker "LOYAL"
- b) Nature of the transaction: Sale
- c) Price(s) and volume(s):
 - Price(s): DKK 11,89
 - Volume(s): 343,900 shares
- d) Aggregated information:
 - Aggregated volume: 343.900 shares
 - Price: DKK 11.89
- e) Date of the transaction: 10 June 2025
- f) Place of the transaction: Nasdaq First North Growth Market Stockholm (XSTO)