

MapsPeople A/S – Managers' transaction

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 Company announcement no. 9-2025
 Aalborg, 12 May 2025

Announcement regarding managers' transactions in MapsPeople A/S

MapsPeople A/S has received notification pursuant to article 19 of regulation (EU) no. 596/2014 of the below transactions related to shares in MapsPeople A/S made by persons discharging managerial responsibilities and/or persons closely related with them.

1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	MapsPeople DK Holding ApS, CVR no. 37522309
2.	Reason for the notification	
a)	Position/status	<p>The notification concerns a legal person (MapsPeople DK Holding ApS) closely related to a person discharging managerial responsibilities (Lars Henning Bramming, Christian Samsø Dohn, Michael Gram). Lars Henning Bramming, Christian Samsø Dohn and Michael Gram are board members in MapsPeople A/S and board members and ultimate owners of MapsPeople DK Holding ApS.</p> <p>The shares are signed by Lars Henning Brammer, Michael Gram and Christian Samsø Dohn via MapsPeople DK Holding ApS.</p>
b)	Initial notification/Amendment	Initial notification
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	MapsPeople A/S
b)	LEI	984500A666BF26E47561

4.	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 DK0061549052	
b)	Nature of the transaction	Sale of shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		DKK 0.73	11,804,217
d)	Aggregated information - Aggregated volume-Price	<ul style="list-style-type: none"> 11,804,217 shares of nominal value DKK 0.02 each at a price of DKK 0.73 per share DKK 8,617,078.41 	
e)	Date of transaction	12 May 2025	
f)	Place of transaction	Nasdaq First North Premier Growth Market Denmark	

1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Danmarks Eksport- og Investeringsfond, CVR no. 43478206
2.	Reason for the notification	
a)	Position/status	The notification concerns a legal person (Danmarks Eksport- og Investeringsfond) closely related to a person discharging managerial responsibilities (Jacob Arup Bratting Pedersen). Jacob Arup Bratting Pedersen is a board member in MapsPeople A/S and board members and Managing Director, Partner and Head of tech investments in Danmarks Eksport- og Investeringsfond.
b)	Initial notification/Amendment	Initial notification
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	

a)	Name	MapsPeople A/S	
b)	LEI	984500A666BF26E47561	
4.	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 havebeen conducted		
a)	Description of the financial instrument, type of instrument Identification code	Shares DK0061549052	
b)	Nature of the transaction	Sale of shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		DKK 0.73	9,428,659
d)	Aggregated information - Aggregated volume-Price	<ul style="list-style-type: none">9,428,659 shares of nominal value DKK 0.02 each at a price of DKK 0.73 per shareDKK 6,882,921.07	
e)	Date of transaction	12 May 2025	
f)	Place of transaction	Nasdaq First North Premier Growth Market Denmark	

FURTHER INFORMATION

MapsPeople A/S

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Certain statements in this announcement constitute forward-looking statements. Forward-looking statements are statements (other than statements of historical fact) relating to future events and the Company's anticipated or planned financial and operational performance. The words "targets", "believes", "expects", "aims", "intends", "plans", "seeks", "will", "may", "might", "anticipates", "would", "could", "should", "continues", "estimates" or similar expressions or the negative forms thereof, identify certain of these forward-looking statements. Other forward-looking statements can be identified in the context in which the statements are made. MapsPeople has based these forward-looking statements on its current views with respect to future events and financial performance. By their nature, forward-looking statements are based on certain assumptions and projections on future events and financial performance, which involve a number of risks and uncertainties that could cause actual results or events to differ materially from those expressed or implied by the forward-looking statements. These risks, uncertainties and assumptions could adversely affect the outcome and financial consequences of the plans and events described herein. Actual results are likely to differ from those set forth in the forward-looking statements. Any forward-looking statements speak only as at the date of this document and neither the Company nor any of its respective affiliates, directors, officers, employees, advisors, or any other person is under any obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. You should not and may not rely on these forward-looking statements.