

Haypp Group to be re-included in Nasdaq's First North 25 Index

As a result of Nasdaq's semi-annual review of the First North 25 Index, it has been decided that Haypp Group, with the ticker HAYPP, will re-enter the index. This marks the company's second inclusion in the First North 25 Index. The change will take effect at market open on Monday, July 1, 2025.

The First North 25™ Index measures the performance of a selection of the largest and most traded securities listed on the Nasdaq Nordic First North Growth Markets (First North Denmark, First North Finland, First North Iceland and First North Sweden). The Index is reviewed semi-annually in January and July.

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Haypp in brief

The Haypp Group spearheads the global transformation from smoking to smoke-free alternatives. With origins in Scandinavia, extensive experience from pioneering markets in smoke-free alternatives, and being a leader in the e-commerce sector, Haypp Group is taking on the mission to provide the consumers with the best possible products on the market, while we operate with the highest standards of integrity and business ethics, in accordance with applicable regulations. With eleven e-commerce brands, the Haypp Group is present in seven countries where we served more than 1,100,000 active consumers in 2024.

Image Attachments

[Haypp Group Times Square](#)

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HAYPP GROUP

Attachments

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