

| 1 | Details of the person discharging managerial responsibilities/person closely associated | | | | | |
|---------------------|--|--|--------------|----------------|---------------------|---------------|
| a) | Name | <i>Lola Bidco AS</i> | | | | |
| 2 | Reason for the notification | | | | | |
| a) | Position/status | <i>Persons closely associated: Lola Bidco AS</i> <i>— The notification concerns a person closely associated with a PDMR</i> <i>— Person discharging managerial responsibilities: Ashkan Senobari, board member</i> | | | | |
| b) | Initial notification or amendment | <i>Initial notification</i> | | | | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | |
| a) | Name | <i>LUMI GRUPPEN AS</i> | | | | |
| b) | LEI code | <i>984500558A4B099PCC34</i> | | | | |
| 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 | <i>— Shares</i> <i>– NO0010927288</i> | | | | |
| b) | Type of transaction | <i>Purchase</i> | | | | |
| c) | Price(s) and volume(s) | <table border="1"> <thead> <tr> <th>(i) Price(s)</th><th>(ii) Volume(s)</th></tr> </thead> <tbody> <tr> <td>NOK 13.20 per share</td><td>50,000 shares</td></tr> </tbody> </table> | (i) Price(s) | (ii) Volume(s) | NOK 13.20 per share | 50,000 shares |
| (i) Price(s) | (ii) Volume(s) | | | | | |
| NOK 13.20 per share | 50,000 shares | | | | | |
| d) | Aggregated information — Aggregated volume — Aggregated Price | <i>50,000 shares</i> <i>NOK 660,000</i> | | | | |
| e) | Date of the transaction | <i>2024-12-16</i> | | | | |
| f) | Place of the transaction | <i>Euronext Growth Oslo</i> | | | | |