

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	<i>— Shares</i> <i>Identification code</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><i>NOK 15.25 per share</i></td> <td><i>758,815 shares</i></td> </tr> </tbody> </table>	(i) Price(s)	(ii) Volume(s)	<i>NOK 15.25 per share</i>	<i>758,815 shares</i>
(i) Price(s)	(ii) Volume(s)					
<i>NOK 15.25 per share</i>	<i>758,815 shares</i>					
d)	Aggregated information	<i>— Aggregated volume</i> <i>758,815 shares</i> <i>— Aggregated Price</i> <i>NOK 11,571,928.75</i>				
e)	Date of the transaction	<i>2025-07-09</i>				
f)	Place of the transaction	<i>Euronext Growth Oslo</i>				