

1	Details of the person discharging managerial responsibilities/person closely associated											
a)	Name	Erik Brandt										
2 Reason for the notification												
a)	Position/status	CEO										
b)	Initial notification/Amendment	Initial notification										
3 Details of issuer												
a)	Name	Lumi Gruppen AS										
b)	LEI	984500558A4B099PCC34										
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, ISIN NO0010927288										
b)	Nature of the transaction	Acquisition										
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>10,5</td><td>9,524</td></tr> <tr> <td></td><td></td></tr> <tr> <td></td><td></td></tr> <tr> <td></td><td></td></tr> </tbody> </table>	Price(s)	Volume(s)	10,5	9,524						
Price(s)	Volume(s)											
10,5	9,524											
d)	Aggregated information — Aggregated volume — Price	9,524 shares for a total of NOK 100.002										
e)	Date of the transaction	2023-03-07										
f)	Place of the transaction	<i>Euronext Growth Oslo</i>										