



Regulatory release, 30 June 2021

Reporting of transactions made by persons discharging managerial responsibilities and persons closely associated with them in Linkfire A/S' shares

Pursuant to the Market Abuse Regulation article 19, Linkfire A/S, CVR no. 35835431, hereby notifies receipt of information of the following transactions made by persons discharging managerial responsibilities in Linkfire and persons closely associated with them in Linkfire's shares.

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Jesper Møller
2.	Reason for the notification	
a)	Position/Status	Chairman of the board of Linkfire A/S
b)	Initial notification/Amendment	Initial notification
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Linkfire A/S
b)	LEI	984500Z56C097569I250
4.	Details of the transaction(s): section to be repeated for (i) each type of instrument; 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	Shares
	Identification code	ISIN DK0061550811
b)	Nature of the transaction	Acquisition of shares in connection with IPO
c)	Price(s) and volume(s)	Price(s) SEK 340,368 Volume(s) 30,390

d)	Aggregated information <ul style="list-style-type: none"> • Aggregated volume • Price 	
e)	Date of transaction	28 June 2021
f)	Place of the transaction	Nasdaq First North Premier Growth Market

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Rocket Group ApS
2.	Reason for the notification	
a)	Position/Status	Closely associated with Lars Wiberg Ettrup, CEO of Linkfire A/S
b)	Initial notification/Amendment	Initial notification
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Linkfire A/S
b)	LEI	984500256C097569I250
4.	Details of the transaction(s): section to be repeated for (i) each type of instrument; 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	Shares
	Identification code	ISIN DK0061550811
b)	Nature of the transaction	Loan of shares to Pareto Securities AB
c)	Price(s) and volume(s)	Price(s) N/A Volume(s) 5,598,041

d)	Aggregated information <ul style="list-style-type: none"> • Aggregated volume • Price 	
e)	Date of transaction	28 June 2021
f)	Place of the transaction	Outside a trading venue

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Bobhund ApS
2.	Reason for the notification	
a)	Position/Status	Closely associated to Thomas Rudbeck, board member of Linkfire A/S
b)	Initial notification/Amendment	Initial notification
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Linkfire A/S
b)	LEI	984500Z56C097569I250
4.	Details of the transaction(s): section to be repeated for (i) each type of instrument; 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	Shares
	Identification code	ISIN DK0061550811
b)	Nature of the transaction	Acquisition of shares in connection with IPO
c)	Price(s) and volume(s)	Price(s) SEK 1,696,800

		Volume(s) 151,500
d)	Aggregated information <ul style="list-style-type: none"> • Aggregated volume • Price 	
e)	Date of transaction	28 June 2021
f)	Place of the transaction	Nasdaq First North Premier Growth Market

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	CK Holding 2019 ApS
2.	Reason for the notification	
a)	Position/Status	Closely associated to Charlotte Klinge, board member of Linkfire A/S
b)	Initial notification/Amendment	Initial notification
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Linkfire A/S
b)	LEI	984500Z56C097569I250
4.	Details of the transaction(s): section to be repeated for (i) each type of instrument; 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	Shares
	Identification code	ISIN DK0061550811
b)	Nature of the transaction	Acquisition of shares in connection with IPO
c)	Price(s) and volume(s)	Price(s) SEK 340,368

		Volume(s) 30,390
d)	Aggregated information <ul style="list-style-type: none"> • Aggregated volume • Price 	
e)	Date of transaction	28 June 2021
f)	Place of the transaction	Nasdaq First North Premier Growth Market

a)	Name	Rocket Group ApS
2.	Reason for the notification	
a)	Position/Status	Closely associated with Lars Wiberg Ettrup, CEO of Linkfire A/S
b)	Initial notification/Amendment	Amendment of the notification of 28 June 2021. Section 4. c) shall be amended from 5,598,041 to 6,997,551 due to a typing error.
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Linkfire A/S
b)	LEI	984500Z56C097569I250
4.	Details of the transaction(s): section to be repeated for (i) each type of instrument; 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	Shares
	Identification code	ISIN DK0061550811
b)	Nature of the transaction	Loan of shares to Pareto Securities AB
c)	Price(s) and volume(s)	Price(s) N/A Volume(s) 6,997,551

d)	Aggregated information <ul style="list-style-type: none">• Aggregated volume• Price	
e)	Date of transaction	28 June 2021
f)	Place of the transaction	Outside a trading venue

For further information, please contact:

Lars Ettrup, CEO, Linkfire A/S

Telephone: +45 61 33 99 53

E-mail: le@linkfire.com

This information is such information as Linkfire A/S is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 18:30 CET on 30 June 2021.