

TR-1: Standard form for notification of major holdings

## 1. Issuer Details

### ISIN

GB00BYQP6S60

### Issuer Name

LOOPUP GROUP PLC

### UK or Non-UK Issuer

UK

## 2. Reason for Notification

An acquisition or disposal of voting rights; An event changing the breakdown of voting

## 3. Details of person subject to the notification obligation

### Name

Herald Investment Management Limited

### City of registered office (if applicable)

London

### Country of registered office (if applicable)

United Kingdom

## 4. Details of the shareholder

Name	City of registered office	Country of registered office
Discretionary investment management clients of Herald Investment Management Limited		

## 5. Date on which the threshold was crossed or reached

19-Oct-2021

## 6. Date on which Issuer notified

21-Oct-2021

## 7. Total positions of person(s) subject to the notification obligation

	% of voting rights attached to shares (total of 8.A)	% of voting rights through financial instruments (total of 8.B 1 + 8.B 2)	Total of both in % (8.A + 8.B)	Total number of voting rights held in issuer
Resulting situation on the date on which threshold was	4.370000	0.000000	4.370000	4200000

crossed or reached				
Position of previous notification (if applicable)				

## 8. Notified details of the resulting situation on the date on which the threshold was crossed or reached

### 8A. Voting rights attached to shares

Class/Type of shares ISIN code(if possible)	Number of direct voting rights (DTR5.1)	Number of indirect voting rights (DTR5.2.1)	% of direct voting rights (DTR5.1)	% of indirect voting rights (DTR5.2.1)
GB00BYQP6S60		4200000		4.370000
Sub Total 8.A	4200000		4.370000%	

### 8B1. Financial Instruments according to (DTR5.3.1R.(1) (a))

Type of financial instrument	Expiration date	Exercise/conversion period	Number of voting rights that may be acquired if the instrument is exercised/converted	% of voting rights
Sub Total 8.B1				

### 8B2. Financial Instruments with similar economic effect according to (DTR5.3.1R.(1) (b))

Type of financial instrument	Expiration date	Exercise/conversion period	Physical or cash settlement	Number of voting rights	% of voting rights
Sub Total 8.B2					

## 9. Information in relation to the person subject to the notification obligation

1. Person subject to the notification obligation is not controlled by any natural person or legal entity and does not control any other undertaking(s) holding directly or indirectly an interest in the (underlying) issuer.

Ultimate controlling person	Name of controlled undertaking	% of voting rights if it equals or is higher than the notifiable threshold	% of voting rights through financial instruments if it equals or is higher than the notifiable threshold	Total of both if it equals or is higher than the notifiable threshold

## 10. In case of proxy voting

**Name of the proxy holder**

**The number and % of voting rights held**

**The date until which the voting rights will be held**

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<b>11. Additional Information</b>
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<b>12. Date of Completion</b>
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21-Oct-2021
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<b>13. Place Of Completion</b>
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London
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