

**NOTIFICATION BY PRIMARY INSIDERS/RELATED PARTY TO XXL ASA**

<b>1</b>	<b>Details of the Primary Insider/Related Party</b>		
a)	Name	Ronny Blomseth	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Board member of the board of directors	
b)	Initial notification/ Amendment	Initial notification	
<b>3</b>	<b>Details of the company</b>		
a)	Name	XXL ASA	
b)	LEI	5967007LIEEXZXHCTC69	
<b>4</b>	<b>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</b>		
a)	Description of the financial instrument, type of instrument	Subscription of shares in XXL ASA (ISIN NO0010716863).	
b)	Nature of the transaction	Subscription of shares	
c)	Price(s) and volume(s)	<b>Price(s)</b>	<b>Volume(s)</b>
		0.40	2,200,000
d)	Aggregated information — Aggregated volume — Price	2,200,000 shares for NOK 0.40.	
e)	Date of the transaction	2023-08-27	
f)	Place of transaction	Outside a trading venue	

<b>1</b>	<b>Details of the Primary Insider/Related Party</b>		
a)	Name	Kjersti Helen Krokeide Hobøl	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Vice chair of the board of directors	
b)	Initial notification/ Amendment	Initial notification	
<b>3</b>	<b>Details of the company</b>		
a)	Name	XXL ASA	
b)	LEI	5967007LIEEXZXHCTC69	
<b>4</b>	<b>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</b>		
a)	Description of the financial instrument, type of instrument	Subscription of shares in XXL ASA (ISIN NO0010716863).	
b)	Nature of the transaction	Subscription of shares	
c)	Price(s) and volume(s)	<b>Price(s)</b>	<b>Volume(s)</b>
		0.40	115,291
d)	Aggregated information — Aggregated volume — Price	115,291 shares for NOK 0.40.	
e)	Date of the transaction	2023-08-25	
f)	Place of transaction	Outside a trading venue	

<b>1</b>	<b>Details of the Primary Insider/Related Party</b>		
a)	Name	LC Media AS	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Close associate to primary insider and Interim EVP Category & Buying of XXL ASA, Jarle Bråten	
b)	Initial notification/ Amendment	Initial notification	
<b>3</b>	<b>Details of the company</b>		
a)	Name	XXL ASA	
b)	LEI	5967007LIEEXZXHCTC69	
<b>4</b>	<b>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</b>		
a)	Description of the financial instrument, type of instrument	Subscription of shares in XXL ASA (ISIN NO0010716863).	
b)	Nature of the transaction	Subscription of shares	
c)	Price(s) and volume(s)	<b>Price(s)</b>	<b>Volume(s)</b>
		0.40	1,175,517
d)	Aggregated information — Aggregated volume — Price	1,175,517 shares for NOK 0.40.	
e)	Date of the transaction	2023-08-24	
f)	Place of transaction	Outside a trading venue	

<b>1</b>	<b>Details of the Primary Insider/Related Party</b>		
a)	Name	Jemi Holding AS	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Close associate to primary insider and Interim EVP Category & Buying of XXL ASA, Jarle Bråten	
b)	Initial notification/ Amendment	Initial notification	
<b>3</b>	<b>Details of the company</b>		
a)	Name	XXL ASA	
b)	LEI	5967007LIEEXZXHCTC69	
<b>4</b>	<b>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</b>		
a)	Description of the financial instrument, type of instrument	Subscription of shares in XXL ASA (ISIN NO0010716863).	
b)	Nature of the transaction	Subscription of shares	
c)	Price(s) and volume(s)	<b>Price(s)</b>	<b>Volume(s)</b>
		0.40	611,487
d)	Aggregated information — Aggregated volume — Price	611,487 shares for NOK 0.40.	
e)	Date of the transaction	2023-08-24	
f)	Place of transaction	Outside a trading venue	

<b>1</b>	<b>Details of the Primary Insider/Related Party</b>		
a)	Name	Stein Alexander Eriksen	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Chief Financial Officer of XXL ASA	
b)	Initial notification/ Amendment	Initial notification	
<b>3</b>	<b>Details of the company</b>		
a)	Name	XXL ASA	
b)	LEI	5967007LIEEXZXHCTC69	
<b>4</b>	<b>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</b>		
a)	Description of the financial instrument, type of instrument	Subscription of shares in XXL ASA (ISIN NO0010716863).	
b)	Nature of the transaction	Subscription of shares	
c)	Price(s) and volume(s)	<b>Price(s)</b>	<b>Volume(s)</b>
		0.40	500,000
d)	Aggregated information — Aggregated volume — Price	500,000 shares for NOK 0.40.	
e)	Date of the transaction	2023-08-25	
f)	Place of transaction	Outside a trading venue	

<b>1</b>	<b>Details of the Primary Insider/Related Party</b>		
a)	Name	Andolini Holding AS	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Close associate to primary insider and EVP Human Resources, Communications and Sustainability of XXL ASA, Tolle O. R. Grøterud	
b)	Initial notification/ Amendment	Initial notification	
<b>3</b>	<b>Details of the company</b>		
a)	Name	XXL ASA	
b)	LEI	5967007LIEEXZXHCTC69	
<b>4</b>	<b>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</b>		
a)	Description of the financial instrument, type of instrument	Subscription of shares in XXL ASA (ISIN NO0010716863).	
b)	Nature of the transaction	Subscription of shares	
c)	Price(s) and volume(s)	<b>Price(s)</b>	<b>Volume(s)</b>
		0.40	158,564
d)	Aggregated information — Aggregated volume — Price	158,564 shares for NOK 0.40.	
e)	Date of the transaction	2023-08-25	
f)	Place of transaction	Outside a trading venue	

<b>1</b>	<b>Details of the Primary Insider/Related Party</b>		
a)	Name	Maxan AS	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Close associate to primary insider and EVP IT of XXL ASA, Espen Terland	
b)	Initial notification/ Amendment	Initial notification	
<b>3</b>	<b>Details of the company</b>		
a)	Name	XXL ASA	
b)	LEI	5967007LIEEXZXHCTC69	
<b>4</b>	<b>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</b>		
a)	Description of the financial instrument, type of instrument	Subscription of shares in XXL ASA (ISIN NO0010716863).	
b)	Nature of the transaction	Subscription of shares	
c)	Price(s) and volume(s)	<b>Price(s)</b>	<b>Volume(s)</b>
		0.40	120,937
d)	Aggregated information — Aggregated volume — Price	120,937 shares for NOK 0.40	
e)	Date of the transaction	2023-08-25	
f)	Place of transaction	Outside a trading venue	

<b>1</b>	<b>Details of the Primary Insider/Related Party</b>		
a)	Name	Tor Andrin Jacobsen	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Employee representative of the board of directors in XXL ASA	
b)	Initial notification/ Amendment	Initial notification	
<b>3</b>	<b>Details of the company</b>		
a)	Name	XXL ASA	
b)	LEI	5967007LIEEXZXHCTC69	
<b>4</b>	<b>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</b>		
a)	Description of the financial instrument, type of instrument	Subscription of shares in XXL ASA (ISIN NO0010716863).	
b)	Nature of the transaction	Subscription of shares	
c)	Price(s) and volume(s)	<b>Price(s)</b>	<b>Volume(s)</b>
		0.40	280,000
d)	Aggregated information — Aggregated volume — Price	280,000 shares for NOK 0.40.	
e)	Date of the transaction	2023-08-25	
f)	Place of transaction	Outside a trading venue	



<b>1</b>	<b>Details of the Primary Insider/Related Party</b>		
a)	Name	Anders Lindblom	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Managing Director Sweden of XXL ASA	
b)	Initial notification/ Amendment	Initial notification	
<b>3</b>	<b>Details of the company</b>		
a)	Name	XXL ASA	
b)	LEI	5967007LIEEXZXHCTC69	
<b>4</b>	<b>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</b>		
a)	Description of the financial instrument, type of instrument	Subscription of shares in XXL ASA (ISIN NO0010716863).	
b)	Nature of the transaction	Subscription of shares	
c)	Price(s) and volume(s)	<b>Price(s)</b>	<b>Volume(s)</b>
		0.40	75,762
d)	Aggregated information — Aggregated volume — Price	75,762 shares for NOK 0.40.	
e)	Date of the transaction	2023-08-28	
f)	Place of transaction	Outside a trading venue	

<b>1</b>	<b>Details of the Primary Insider/Related Party</b>		
a)	Name	Pasi Johannes Lämpsä	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Managing Director Finland of XXL ASA	
b)	Initial notification/ Amendment	Initial notification	
<b>3</b>	<b>Details of the company</b>		
a)	Name	XXL ASA	
b)	LEI	5967007LIEEXZXHCTC69	
<b>4</b>	<b>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</b>		
a)	Description of the financial instrument, type of instrument	Subscription of shares in XXL ASA (ISIN NO0010716863).	
b)	Nature of the transaction	Subscription of shares	
c)	Price(s) and volume(s)	<b>Price(s)</b>	<b>Volume(s)</b>
		0.40	36,576
d)	Aggregated information — Aggregated volume — Price	36,576 shares for NOK 0.40.	
e)	Date of the transaction	2023-08-28	
f)	Place of transaction	Outside a trading venue	

<b>1</b>	<b>Details of the Primary Insider/Related Party</b>		
a)	Name	Helena Ebersten Henriksen	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Deputy employee representative of the board of directors	
b)	Initial notification/ Amendment	Initial notification	
<b>3</b>	<b>Details of the company</b>		
a)	Name	XXL ASA	
b)	LEI	5967007LIEEXZXHCTC69	
<b>4</b>	<b>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</b>		
a)	Description of the financial instrument, type of instrument	Subscription of shares in XXL ASA (ISIN NO0010716863).	
b)	Nature of the transaction	Subscription of shares	
c)	Price(s) and volume(s)	<b>Price(s)</b>	<b>Volume(s)</b>
		0.40	16,708
d)	Aggregated information — Aggregated volume — Price	16,708 shares for NOK 0.40.	
e)	Date of the transaction	2023-08-28	
f)	Place of transaction	Outside a trading venue	

<b>1</b>	<b>Details of the Primary Insider/Related Party</b>		
a)	Name	Thomas Lindén Hansen	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Close associate to primary insider and deputy employee representative of the board of directors, Helena Ebersten Henriksen	
b)	Initial notification/ Amendment	Initial notification	
<b>3</b>	<b>Details of the company</b>		
a)	Name	XXL ASA	
b)	LEI	5967007LIEEXZXHCTC69	
<b>4</b>	<b>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</b>		
a)	Description of the financial instrument, type of instrument	Subscription of shares in XXL ASA (ISIN NO0010716863).	
b)	Nature of the transaction	Subscription of shares	
c)	Price(s) and volume(s)	<b>Price(s)</b>	<b>Volume(s)</b>
		0.40	14,384
d)	Aggregated information — Aggregated volume — Price	14,348 shares for NOK 0.40.	
e)	Date of the transaction	2023-08-28	
f)	Place of transaction	Outside a trading venue	

<b>1</b>	<b>Details of the Primary Insider/Related Party</b>		
a)	Name	Anders Eik	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Deputy employee representative of the board of directors	
b)	Initial notification/ Amendment	Initial notification	
<b>3</b>	<b>Details of the company</b>		
a)	Name	XXL ASA	
b)	LEI	5967007LIEEXZXHCTC69	
<b>4</b>	<b>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</b>		
a)	Description of the financial instrument, type of instrument	Subscription of shares in XXL ASA (ISIN NO0010716863).	
b)	Nature of the transaction	Subscription of shares	
c)	Price(s) and volume(s)	<b>Price(s)</b>	<b>Volume(s)</b>
		0.40	16,868
d)	Aggregated information — Aggregated volume — Price	16,868 shares for NOK 0.40.	
e)	Date of the transaction	2023-08-25	
f)	Place of transaction	Outside a trading venue	

<b>1</b>	<b>Details of the Primary Insider/Related Party</b>		
a)	Name	Pia Margrethe Schnitler	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Close associate to primary insider and EVP IT of XXL ASA, Espen Terland	
b)	Initial notification/ Amendment	Initial notification	
<b>3</b>	<b>Details of the company</b>		
a)	Name	XXL ASA	
b)	LEI	5967007LIEEXZXHCTC69	
<b>4</b>	<b>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</b>		
a)	Description of the financial instrument, type of instrument	Subscription of shares in XXL ASA (ISIN NO0010716863).	
b)	Nature of the transaction	Subscription of shares	
c)	Price(s) and volume(s)	<b>Price(s)</b>	<b>Volume(s)</b>
		0.40	20,000
d)	Aggregated information — Aggregated volume — Price	20,000 shares for NOK 0.40.	
e)	Date of the transaction	2023-08-25	
f)	Place of transaction	Outside a trading venue	