NOTIFICATION BY PRIMARY INSIDERS/RELATED PARTY TO XXL ASA

1	Details of the Primary Insider/Related Party		
a)	Name Ronny Blomseth		
2	Reason for the notificat	ion	
a)	Position/status	Board member of the board of directors	S
b)	Initial notification/ Amendment	Initial notification	
3	Details of the company		
a)	Name	XXL ASA	
b)	LEI	5967007LIEEXZXHCTC69	
4	Details of the transaction	on(s): section to be repeated for (i) e	ach type of instrument;
	(ii) each type of transac conducted	tion; (iii) each date; and (iv) each pl	ace where transactions have been
a)	Description of the financial instrument,	Subscription of shares in XXL ASA (ISIN NO0010716863).	
b)	type of instrument		
b)	Nature of the transaction	Subscription of shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		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	

Details of the Primary Insider/Related Party		
Name	e Kjersti Helen Krokeide Hobøl	
Reason for the notificati	on	
Position/status	Vice chair of the board of directors	
Initial notification/ Amendment	Initial notification	
Details of the company		
Name	XXL ASA	
LEI	5967007LIEEXZXHCTC69	
Details of the transactio	n(s): section to be repeated for (i) e	ach type of instrument;
(ii) each type of transact conducted	tion; (iii) each date; and (iv) each place where transactions have been	
Description of the	Subscription of shares in XXL ASA (ISIN	NO0010716863).
• • • • • • • • • • • • • • • • • • • •		
Nature of the transaction	Subscription of shares	
Price(s) and volume(s)	Price(s)	Volume(s)
	0.40	115,291
Aggregated information — Aggregated volume — Price	115,291 shares for NOK 0.40.	
Date of the transaction	2023-08-25	
Place of transaction	Outside a trading venue	
	Name Reason for the notification Position/status Initial notification/ Amendment Details of the company Name LEI Details of the transactio (ii) each type of transaction (ii) each type of transaction Conducted Description of the financial instrument, type of instrument Nature of the transaction Price(s) and volume(s) Aggregated information — Aggregated volume — Price Date of the transaction	Reason for the notification Position/status Vice chair of the board of directors Initial notification/ Amendment Details of the company Name XXL ASA LEI 5967007LIEEXZXHCTC69 Details of the transaction(s): section to be repeated for (i) e (ii) each type of transaction; (iii) each date; and (iv) each pl conducted Description of the financial instrument, type of instrument Nature of the transaction Price(s) and volume(s) Aggregated information Aggregated volume Price Date of the transaction 2023-08-25

1	Details of the Primary Insider/Related Party		
a)	Name	e LC Media AS	
2	Reason for the notificati	ion	
a)	Position/status	Close associate to primary insider and I ASA, Jarle Bråten	interim EVP Category & Buying of XXL
b)	Initial notification/ Amendment	Initial notification	
3	Details of the company		
a)	Name	XXL ASA	
b)	LEI	5967007LIEEXZXHCTC69	
4		on(s): section to be repeated for (i) each type of instrument; tion; (iii) each date; and (iv) each place where transactions have been	
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)	Price(s)	Volume(s)
		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	

1	Details of the Primary Insider/Related Party		
a)	Name	ame Jemi Holding AS	
2	Reason for the notificati	on	
a)	Position/status	Close associate to primary insider and I ASA, Jarle Bråten	nterim EVP Category & Buying of XXL
b)	Initial notification/ Amendment	Initial notification	
3	Details of the company		
a)	Name	XXL ASA	
b)	LEI	5967007LIEEXZXHCTC69	
4		on(s): section to be repeated for (i) each type of instrument; tion; (iii) each date; and (iv) each place where transactions have been	
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)	Price(s)	Volume(s)
		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	

Details of the Primary Insider/Related Party			
Name	Stein Alexander Eriksen		
Reason for the notificati	on		
Position/status	Chief Financial Officer of XXL ASA		
Initial notification/ Amendment	Initial notification		
Details of the company			
Name	XXL ASA		
LEI	5967007LIEEXZXHCTC69		
Details of the transactio	n(s): section to be repeated for (i) e	ach type of instrument;	
(ii) each type of transact conducted	tion; (iii) each date; and (iv) each pl	tion; (iii) each date; and (iv) each place where transactions have been	
•	Subscription of shares in XXL ASA (ISIN	NO0010716863).	
financial instrument,		·	
··-			
Nature of the transaction	Subscription of shares		
Price(s) and volume(s)	Price(s)	Volume(s)	
	0.40	500,000	
Aggregated information — Aggregated volume — Price	500,000 shares for NOK 0.40.		
Date of the transaction	2023-08-25		
Place of transaction	Outside a trading venue		
	Reason for the notification Position/status Initial notification/ Amendment Details of the company Name LEI Details of the transactio (ii) each type of transaction (ii) each type of transaction (iii) each type of transaction Description of the financial instrument, type of instrument Nature of the transaction Price(s) and volume(s) Aggregated information — Aggregated volume — Price Date of the transaction	Reason for the notification Position/status Chief Financial Officer of XXL ASA Initial notification/ Amendment Details of the company Name XXL ASA LEI 5967007LIEEXZXHCTC69 Details of the transaction(s): section to be repeated for (i) e (ii) each type of transaction; (iii) each date; and (iv) each place of the transaction; (iii) each date; and (iv) each place of the transaction; (iii) each date; and (iv) each place of the transaction of shares in XXL ASA (ISIN Subscription of shares Nature of the transaction Price(s) and volume(s) Aggregated information Aggregated volume Price Date of the transaction 2023-08-25	

1	Details of the Primary Insider/Related Party		
a)	Name	Andolini Holding AS	
2	Reason for the notificati	ion	
a)	Position/status	Close associate to primary insider and E and Sustainability of XXL ASA, Tolle O.	EVP Human Resources, Communications R. Grøterud
b)	Initial notification/ Amendment	Initial notification	
3	Details of the company		
a)	Name	XXL ASA	
b)	LEI	5967007LIEEXZXHCTC69	
4		on(s): section to be repeated for (i) each type of instrument; tion; (iii) each date; and (iv) each place where transactions have been	
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)	Price(s)	Volume(s)
		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	

1	Details of the Primary Insider/Related Party			
a)	Name	Maxan AS		
2	Reason for the notificati	ion		
a)	Position/status	Close associate to primary insider and E	EVP IT of XXL ASA, Espen Terland	
b)	Initial notification/ Amendment	Initial notification	Initial notification	
3	Details of the company			
a)	Name	XXL ASA		
b)	LEI	5967007LIEEXZXHCTC69		
4	Details of the transactio	n(s): section to be repeated for (i) e	ach type of instrument;	
	(ii) each type of transactonducted	tion; (iii) each date; and (iv) each pl	tion; (iii) each date; and (iv) each place where transactions have been	
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)	Price(s)	Volume(s)	
		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	Outside a trading venue	

1	Details of the Primary Insider/Related Party		
a)	Name	Tor Andrin Jacobsen	
2	Reason for the notificati	ion	
a)	Position/status	Employee representative of the board of	of directors in XXL ASA
b)	Initial notification/ Amendment	Initial notification	
3	Details of the company		
a)	Name	XXL ASA	
b)	LEI	5967007LIEEXZXHCTC69	
4	Details of the transactio	n(s): section to be repeated for (i) e	ach type of instrument;
	(ii) each type of transactonducted	tion; (iii) each date; and (iv) each place where transactions have been	
a)	Description of the financial instrument, type of instrument	Subscription of shares in XXL ASA (ISIN NO0010716863).	
b)	71	Subscription of shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		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	

1	Details of the Primary Insider/Related Party		
a)	Name	Name Anders Lindblom	
2	Reason for the notificati	on	
a)	Position/status	Managing Director Sweden of XXL ASA	
b)	Initial notification/ Amendment	Initial notification	
3	Details of the company		
a)	Name	XXL ASA	
b)	LEI	5967007LIEEXZXHCTC69	
4	Details of the transactio	n(s): section to be repeated for (i) e	ach type of instrument;
	(ii) each type of transact conducted	tion; (iii) each date; and (iv) each pl	ace where transactions have been
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)	Price(s)	Volume(s)
		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	

1	Details of the Primary Insider/Related Party			
a)	Name	Pasi Johannes Lämpsä		
2	Reason for the notificati	on		
a)	Position/status	Managing Director Finland of XXL ASA		
b)	Initial notification/ Amendment	Initial notification		
3	Details of the company			
a)	Name	XXL ASA		
b)	LEI	5967007LIEEXZXHCTC69		
4	Details of the transactio	n(s): section to be repeated for (i) e	ach type of instrument;	
	(ii) each type of transact conducted	tion; (iii) each date; and (iv) each place where transactions have been		
a)	Description of the	Subscription of shares in XXL ASA (ISIN	I NO0010716863).	
	financial instrument,			
	type of instrument			
b)	Nature of the transaction	Subscription of shares		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		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	Outside a trading venue	

1	Details of the Primary Insider/Related Party		
a)	Name	Helena Ebersten Henriksen	
2	Reason for the notificati	ion	
a)	Position/status	Deputy employee representative of the	board of directors
b)	Initial notification/ Amendment	Initial notification	
3	Details of the company		
a)	Name	XXL ASA	
b)	LEI	5967007LIEEXZXHCTC69	
4	Details of the transactio	n(s): section to be repeated for (i) e	ach type of instrument;
	(ii) each type of transactonducted	tion; (iii) each date; and (iv) each place where transactions have been	
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)	Price(s)	Volume(s)
		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	

1	Details of the Primary Insider/Related Party		
a)	Name	Thomas Lindén Hansen	
2	Reason for the notificati	on	
a)	Position/status	Close associate to primary insider and closer of directors, Helena Ebersten Her	
b)	Initial notification/ Amendment	Initial notification	
3	Details of the company		
a)	Name	XXL ASA	
b)	LEI	5967007LIEEXZXHCTC69	
4		on(s): section to be repeated for (i) each type of instrument; tion; (iii) each date; and (iv) each place where transactions have been	
a)	Description of the financial instrument, typeof instrument	Subscription of shares in XXL ASA (ISIN NO0010716863).	
b)	Nature of the transaction	Subscription of shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		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	

1	Details of the Primary Insider/Related Party			
a)	Name	Anders Eik		
2	Reason for the notificati	ation		
a)	Position/status	Deputy employee representative of the board of directors		
b)	Initial notification/ Amendment	Initial notification		
3	Details of the company			
a)	Name	XXL ASA		
b)	LEI	5967007LIEEXZXHCTC69		
4	Details of the transactio	tails 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 inducted		
	(ii) each type of transactonducted			
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)	Price(s)	Volume(s)	
		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		

1	Details of the Primary Insider/Related Party			
a)	Name	Pia Margrethe Schnitler		
2	Reason for the notificati	on		
a)	Position/status	Close associate to primary insider and EVP IT of XXL ASA, Espen Terland		
b)	Initial notification/ Amendment	Initial notification		
3	Details of the company			
a)	Name	XXL ASA		
b)	LEI	5967007LIEEXZXHCTC69		
4	Details of the transactio	cails 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 ducted		
	(ii) each type of transact conducted			
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)	Price(s)	Volume(s)	
		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		