

NOTIFICATION OF TRANSACTIONS PURSUANT TO THE MARKET ABUSE REGULATION ARTICLE 19

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Jacob Tveraabak
2	Reason for the notification	
a)	Position/status	CEO StrongPoint ASA
b)	Initial notification/ Amendment	Initial notification
3	Details of the issuer	
a)	Name	StrongPoint ASA
b)	LEI	5967007LIEEXZXISIG31
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	Shares
	Identification code	NO0010098247
b)	Type of transaction	Acceptance of share option
c)	The transaction is related to the exercise of a share option program	Yes
d)	Currency	NOK
e)	Price(s) and volume(s)	
	Price(s)	31,1300
	Volume(s)	150 000
f)	Aggregated information	
	- average price per unit	31,1300
	- aggregated volume	150 000
	- Total amount	4 669 500,00
g)	Date of the transaction	05 May 2021
h)	Place of the transaction	Outside a trading venue

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Hilde Elisabeth Horn Gilen
2	Reason for the notification	
a)	Position/status	CFO StrongPoint ASA
b)	Initial notification/ Amendment	Initial notification
3	Details of the issuer	
a)	Name	StrongPoint ASA
b)	LEI	5967007LIEEXZXISIG31
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	Shares
	Identification code	NO0010098247
b)	Type of transaction	Acceptance of share option
c)	The transaction is related to the exercise of a share option program	Yes
d)	Currency	NOK
e)	Price(s) and volume(s)	
	Price(s)	31,1300
	Volume(s)	75 000
f)	Aggregated information	
	- average price per unit	31,1300
	- aggregated volume	75 000
	- Total amount	2 334 750,00
g)	Date of the transaction	05 May 2021
h)	Place of the transaction	Outside a trading venue

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Knut Olav Nyhus Olsen
2	Reason for the notification	
a)	Position/status	SVP People & Organization
b)	Initial notification/ Amendment	Initial notification
3	Details of the issuer	
a)	Name	StrongPoint ASA
b)	LEI	5967007LIEEXZXISIG31
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	Shares
	Identification code	NO0010098247
b)	Type of transaction	Acceptance of share option
c)	The transaction is related to the exercise of a share option program	Yes
d)	Currency	NOK
e)	Price(s) and volume(s)	
	Price(s)	31,1300
	Volume(s)	50 000
f)	Aggregated information	
	- average price per unit	31,1300
	- aggregated volume	50 000
	- Total amount	1 556 500,00
g)	Date of the transaction	05 May 2021
h)	Place of the transaction	Outside a trading venue

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Gisle Elvebakken
2	Reason for the notification	
a)	Position/status	SVP Norway
b)	Initial notification/ Amendment	Initial notification
3	Details of the issuer	
a)	Name	StrongPoint ASA
b)	LEI	5967007LIEEXZXISIG31
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	Shares
	Identification code	NO0010098247
b)	Type of transaction	Acceptance of share option
c)	The transaction is related to the exercise of a share option program	Yes
d)	Currency	NOK
e)	Price(s) and volume(s)	
	Price(s)	31,1300
	Volume(s)	50 000
f)	Aggregated information	
	- average price per unit	31,1300
	- aggregated volume	50 000
	- Total amount	1 556 500,00
g)	Date of the transaction	05 May 2021
h)	Place of the transaction	Outside a trading venue

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Göran Thörn
2	Reason for the notification	
a)	Position/status	SVP E-commerce
b)	Initial notification/ Amendment	Initial notification
3	Details of the issuer	
a)	Name	StrongPoint ASA
b)	LEI	5967007LIEEXZXISIG31
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	Shares
	Identification code	NO0010098247
b)	Type of transaction	Acceptance of share option
c)	The transaction is related to the exercise of a share option program	Yes
d)	Currency	NOK
e)	Price(s) and volume(s)	
	Price(s)	31,1300
	Volume(s)	50 000
f)	Aggregated information	
	- average price per unit	31,1300
	- aggregated volume	50 000
	- Total amount	1 556 500,00
g)	Date of the transaction	05 May 2021
h)	Place of the transaction	Outside a trading venue

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Rimantas Mažulis
2	Reason for the notification	
a)	Position/status	SVP Baltics
b)	Initial notification/ Amendment	Initial notification
3	Details of the issuer	
a)	Name	StrongPoint ASA
b)	LEI	5967007LIEEXZXISIG31
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	Shares
	Identification code	NO0010098247
b)	Type of transaction	Acceptance of share option
c)	The transaction is related to the exercise of a share option program	Yes
d)	Currency	NOK
e)	Price(s) and volume(s)	
	Price(s)	31,1300
	Volume(s)	50 000
f)	Aggregated information	
	- average price per unit	31,1300
	- aggregated volume	50 000
	- Total amount	1 556 500,00
g)	Date of the transaction	05 May 2021
h)	Place of the transaction	Outside a trading venue

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Amanda Cremon
2	Reason for the notification	
a)	Position/status	SVP International expansion ecommerce
b)	Initial notification/ Amendment	Initial notification
3	Details of the issuer	
a)	Name	StrongPoint ASA
b)	LEI	5967007LIEEXZXISIG31
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	Shares
	Identification code	NO0010098247
b)	Type of transaction	Acceptance of share option
c)	The transaction is related to the exercise of a share option program	Yes
d)	Currency	NOK
e)	Price(s) and volume(s)	
	Price(s)	31,1300
	Volume(s)	50 000
f)	Aggregated information	
	- average price per unit	31,1300
	- aggregated volume	50 000
	- Total amount	1 556 500,00
g)	Date of the transaction	05 May 2021
h)	Place of the transaction	Outside a trading venue

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Julius Stulpinas
2	Reason for the notification	
a)	Position/status	SVP Technology & supply chain
b)	Initial notification/ Amendment	Initial notification
3	Details of the issuer	
a)	Name	StrongPoint ASA
b)	LEI	5967007LIEEXZXISIG31
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	Shares
	Identification code	NO0010098247
b)	Type of transaction	Acceptance of share option
c)	The transaction is related to the exercise of a share option program	Yes
d)	Currency	NOK
e)	Price(s) and volume(s)	
	Price(s)	31,1300
	Volume(s)	50 000
f)	Aggregated information	
	- average price per unit	31,1300
	- aggregated volume	50 000
	- Total amount	1 556 500,00
g)	Date of the transaction	05 May 2021
h)	Place of the transaction	Outside a trading venue

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Leif Persson
2	Reason for the notification	
a)	Position/status	SVP Labels
b)	Initial notification/ Amendment	Initial notification
3	Details of the issuer	
a)	Name	StrongPoint ASA
b)	LEI	5967007LIEEXZXISIG31
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	Shares
	Identification code	NO0010098247
b)	Type of transaction	Acceptance of share option
c)	The transaction is related to the exercise of a share option program	Yes
d)	Currency	NOK
e)	Price(s) and volume(s)	
	Price(s)	31,1300
	Volume(s)	50 000
f)	Aggregated information	
	- average price per unit	31,1300
	- aggregated volume	50 000
	- Total amount	1 556 500,00
g)	Date of the transaction	05 May 2021
h)	Place of the transaction	Outside a trading venue

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Lorena Gomez
2	Reason for the notification	
a)	Position/status	SVP Spain
b)	Initial notification/ Amendment	Initial notification
3	Details of the issuer	
a)	Name	StrongPoint ASA
b)	LEI	5967007LIEEXZXISIG31
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	Shares
	Identification code	NO0010098247
b)	Type of transaction	Acceptance of share option
c)	The transaction is related to the exercise of a share option program	Yes
d)	Currency	NOK
e)	Price(s) and volume(s)	
	Price(s)	31,1300
	Volume(s)	50 000
f)	Aggregated information	
	- average price per unit	31,1300
	- aggregated volume	50 000
	- Total amount	1 556 500,00
g)	Date of the transaction	05 May 2021
h)	Place of the transaction	Outside a trading venue