1	Details of the person discharging managerial responsibilities/person closely associated	
a)	**Name**	*Lola Bidco AS*
2	**Reason for the notification**	
a)	**Position/status**	*Persons closely associated: Lola Bidco AS* *— The notification concerns a person closely associated with a PDMR* *— Person discharging managerial responsibilities: Ashkan Senobari, board member*
b)	**Initial notification or amendment**	*Initial notification*
3	**Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor**	
a)	**Name**	*Lumi Education Group AS*
b)	**LEI code**	*984500558A4B099PCC34*
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** **Identification code**	*— Shares* *– NO0010927288*
b)	**Type of transaction**	*Purchase*
c)	**Price(s) and volume(s)**	(i) Price(s): NOK 17.05 per share (ii) Volume(s): 2,180,000 shares
d)	**Aggregated information** **— Aggregated volume** **— Aggregated Price**	 *2,180,000 shares* *NOK 37,169,000*
e)	**Date of the transaction**	*2026-11-23*
f)	**Place of the transaction**	*Euronext Growth Oslo*