

Bulletin from the Extraordinary General Meeting on November 13, 2018

The extraordinary general meeting in TargetEveryone AB (publ) (the "Company") was held at, Kungsgatan 37 in Stockholm, on November 13, 2018.

Fredric Forsman was elected chairman of the meeting.

The meeting resolved, with the required majority, on the following matters:

The meeting decided on the issue of up to 6,000,000 warrants. The right to subscribe for the warrants shall, with deviation from shareholders' preferential rights, be given to employees and other key persons. The program shall include a maximum of 11 people. Each warrant will entitle the holder to subscribe for one (1) share in the company at an issue price of 3,25 SEK per share between the period of July 1, 2019 to June 30, 2020. Upon full exercise of the warrants, up to 6,000,000 shares (subject to any recalculation), equivalent to about ten percent of the total number of outstanding shares and voting rights, will be issued. If fully subscribed, the company's share capital will increase by SEK 12 000 000, resulting in a dilution of ten percent. Board members are not entitled to subscribe for warrants.

Erik Fagerlid was elected as member of the board replacing Torkel Johannessen the Company's newly elected CEO, see attached CV for Erik. It was resolved that the remuneration to Erik should comprise of SEK 100 000.

Kommuniké från extra bolagsstämman den 13 november 2018

Extra bolagsstämma i TargetEveryone AB (publ) ("Bolaget") hölls på Kungsgatan 37 i Stockholm den 13 november 2018.

Till ordförande vid stämman valdes Fredric Forsman.

Stämman fattade, med erforderlig majoritet, beslut i följande frågor:

Stämman fattade beslut om att emittera upp till 6 000 000 teckningsoptioner. Rätten att teckna teckningsoptionerna ska med avvikelse från aktieägarnas företrädesrätt ges till anställda och andra nyckelpersoner. Programmet ska inkludera högst 11 personer. Varje teckningsoption ger innehavaren rätt att teckna en (1) aktie i bolaget till en teckningskurs om 3,25 SEK per aktie mellan perioden fr o m 1 juli 2019 t.o.m. 30 juni 2020. Vid fullt utnyttjande av de 6 000 000 teckningsoptionerna till aktier (förbehåll för omräkning), motsvarande cirka tio procent av det totala antalet utestående aktier och rösträtter, kommer att 6 000 000 aktier utfärdas. Vid fullt teckning kommer Bolagets aktiekapital att öka med 12 000 000 kronor vilket resulterar i en utspädning på tio procent. Styrelseledamöter har inte rätt att teckna teckningsoptionerna.

Erik Fagerlid valdes till styrelsemedlem och ersatte Torkel Johannessen, bolagets nyvalda VD, se bifogat CV för Erik. Det beslutades att ersättningen till Erik skulle uppgå till 100 000 kronor.

Pen picture

Erik Fagerlid, MBA

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Erik Fagerlid is a freelance advisor focusing on board management work. Erik was Partner at PA Consulting Group from 1998 – 2016 and he has broad international change management experience, both from strategy- and organizational design assignments. Eriks main industry focus has been FMCG and Retail, and his expert service areas are; strategy development, strategy implementation, organizational design and change management. Prior to PA, Erik has 12 years of line management marketing experience from international food & drink- and pharma companies. Erik holds a MBA from Stockholm School of Economics (Handelshögskolan i Stockholm)

| Core competencies | Relevant experience | Qualifications | Recent board work experience |
|--|--|---|---|
| <ul style="list-style-type: none">• Strategy development• Strategy implementation• Change management• Organizational design• Commercialization and go-to-market modelling• Value chain optimization (FMCG and Retail) | <ul style="list-style-type: none">• Business development• Procurement- and supply chain strategy• Strategic market-, business- and industry analysis• Marketing strategy• Scenario development• Line management | <ul style="list-style-type: none">• Bachelor in International Marketing• Master of Business Administration (MBA) | <ul style="list-style-type: none">• Granngården AB• Brandhub AS (GodtLevert and Adams Matkasse)• Jensen & co• Skill AS |

Core competencies

Strategy development – development of group-, company-, and business area strategies for clients in both private and public sector

Strategy implementation and change management – program management of effective change management processes across countries, sectors, organizational cultures and service areas

Business design – analysis of organizational capabilities. Development and implementation of improved internal processes

Improved organization of procurement functions – analysis of organizational capabilities and development of procurement strategy and improved business design for procurement

Improved organization of marketing functions – analysis of organizational capabilities and development of marketing strategy and improved business design for marketing & sales
