

## Ordinary General Meeting

Copenhagen, 6 October 2025

**Loyal Solutions A/S ("Loyal Solutions" or the "Company") hereby convenes an annual general meeting to be held on 23 October 2025**

To the shareholders of Loyal Solutions A/S.

The board of directors hereby convenes an annual general meeting of Loyal Solutions to be held on:

Thursday 23 October 2025 at 13:00 (CET) at the Company's premises, Edvard Thomsens Vej 10, 2300 Copenhagen S, Denmark. You must register your arrival at the reception at Arne Jacobsens Allé 13, 2300 Copenhagen S.

The agenda for the general meeting is as follows:

1. Election of chairman of the meeting
2. Report on the activities of the Company in the past financial year
3. Presentation of the annual report with auditors' report for adoption
4. Resolution concerning the appropriation of profits or losses as recorded in the adopted annual report
5. Election of members to the board of directors
6. Election of auditor
7. Proposals from the board of directors and shareholders

### **Complete agenda:**

Re 1: Election of chairman of the meeting

The board of directors proposes that Frank Hansen is elected as the chairman of the general meeting.

Re 2: Report on the activities of the Company in the past financial year

An oral report on the activities of the Company in the past financial year will be presented.

The board of directors proposes that the report is noted by the general meeting.

Re 3: Presentation of the annual report with auditors' report for adoption

The board of directors proposes that the Company's annual report with the auditors' report for the financial year 2024/25 is adopted. The annual report is available on the Company's website.

Re 4: Resolution concerning the appropriation of profits or losses as recorded in the adopted annual report

The board of directors proposes that the loss for the financial year 2024/25 of DKK -10.086.171 is carried forward to the next financial year in accordance with the adopted annual report.

**Re 5: Election of members to the board of directors**

The board of directors proposes re-election of the following members of the board of directors:

Frank Hansen as Chairman, Morten Hershøj, Henriette Høyer, Preben Hydeskov and Per Kogut.

The board of directors propose the election of Finn Borgquist to the board of directors.

*Finn Borgquist is CEO of Denmark longest running loyalty program, Forbrugsforeningen af 1886 and brings extensive experience from the loyalty industry, finance, marketing and IT. In addition, Finn Borgquist currently serves as chairman of Dansk IT, board member in Kooperationen, Forbrugerådet Tænk, and member of the general assembly of Lån & Spar Bank.*

**Re 6: Election of auditor**

The board of directors proposes re-election of Beierholm Godkendt Revisionspartnerselskab, CVR no. 32 89 54 68, as the Company's auditor.

**Proxy**

The shareholders may vote by proxy for the general meeting. A proxy and voting correspondence form can be found on the Company's website ([www.loyalsolutions.eu](http://www.loyalsolutions.eu)). Voting instructions by proxy shall be submitted by returning the proxy form, duly completed and signed, by email to [pki@loyalsolutions.eu](mailto:pki@loyalsolutions.eu). Proxies shall be submitted no later than 21 October 2025 at 16:00 (CET).

**Voting by Correspondence**

Shareholders may – instead of voting in person at the general meeting – choose to vote electronically. Any shareholder who wishes to vote electronically can submit the proxy and voting by correspondence, duly completed and signed to the Company. Votes delivered electronically must be received by the Company no later than 16:00 (CET) on the 21 October 2025 and cannot be revoked. A proxy and voting by correspondence form can be found on the Company's website under "reports and presentations".

**Information**

To adopt the proposals a simple majority of the votes cast is required.

The Company's share capital is nominal DKK 9,499,998 divided into 9,499,998 shares of nominal DKK 1.00. Each share of nominal DKK 1.00 carries one vote at the general meeting.

The following documents are available at the Company's premises and website ([www.loyalsolutions.eu](http://www.loyalsolutions.eu)) from 6 October 2025:

- Notice to convene the general meeting
- Proxy and voting by correspondence form

The Annual report with auditors' report for 2024/25 was available on the Company's website on the 25 September 2025 at 8:00 (CET).

A shareholder's right to attend and vote at the general meeting is determined at the registration date, 16 October 2025, according to the shareholders' register.

Shareholders who are entitled to attend the general meeting and who wish to attend the general meeting must send their request no later than 20 October 2025 at 16.00 (CET) by email to [pki@loyalsolutions.eu](mailto:pki@loyalsolutions.eu).

Should any shareholder have questions related to the agenda either during or before the general meeting the shareholders are allowed hereto. Questions raised before the general meeting should be send to [pki@loyalsolutions.eu](mailto:pki@loyalsolutions.eu) no later than 21 October 2025 at 16.00 (CET).