

NOTICE TO ATTEND ANNUAL GENERAL MEETING

The shareholders of Direct Conversion AB (publ) are hereby invited to attend the annual general meeting of the shareholders on April 26th, 2018 at 10:00 am CET to be held at the Company's premises, Svärdvägen 23, Danderyd, Sweden.

Shareholders intending to participate in the meeting must be recorded in the register of shareholders kept by Euroclear Sweden AB on April 20th, 2018. Shareholders whose shares are registered under the name of a nominee should therefore, well in advance of April 20th, 2018, temporarily register their shares in their own names to be able to participate in the meeting.

Shareholders must notify the Company of their intention to participate in the meeting by no later than April 20th, 2018. Notifications can be made by mail to Direct Conversion AB (publ), Svärdvägen 23, 182 33 Danderyd, Sweden or by telephone on +46 8 622 23 08, by telefax +46 8 622 23 12 or by e-mail to rasmus.ljungwe@directconversion.com. When notifying, shareholders should state their name, address, telephone number, e-mail address, personal or corporate identity numbers (where applicable) and the number of shares held.

Items

1. Opening of the meeting
2. Election of a chairman for the meeting
3. Preparation and approval of the voting register
4. Approval of the agenda
5. Determination of whether the meeting was duly convened
6. Election of one or two persons to approve the minutes of the meeting
7. Address by the chairman of the Board of Directors Jean-Philippe Flament
8. Submission of the annual report and the auditor's report as well as the consolidated annual report and the consolidated auditor's report
9. Decision
 - a. regarding adoption of the income statement and the balance sheet as well as the consolidated income statement and consolidated balance sheet,
 - b. regarding allocation of the Company's result, and
 - c. regarding discharge from liability for the members of the Board of Directors and the managing director
10. Determination of fees for the members of the Board of Directors and the auditor
11. Election of auditor
12. Resolution to reduce the statutory reserve
13. Resolution regarding authorization for the Board of Directors to issue new shares with payment in cash
14. Resolution to adopt new Articles of Association
15. Election of the members of the Board of Directors
16. Closing of the meeting

Distribution of net results (item 9b)

The Board of Directors' and the managing director's proposal on the allocation of results will be set out in the annual report for the fiscal year 2017, which will be made available as specified below under "Miscellaneous". No dividend is proposed.

Determination of fees to the members of the Board of Directors and the auditor (item 10)

The Nomination Committee of the Company proposes that non-executive directors are each paid an annual fee of SEK 150,000. The Chairman's fee, however, shall be SEK 200,000. The auditor's fee shall be paid pursuant to current account approved by the Company.

Election of auditor (item 11)

The Nomination Committee proposes re-election of PricewaterhouseCoopers AB, currently with Mattias Lamme as the auditor in charge, for the period until the end of the next annual general meeting.

Resolution to reduce the statutory reserve (item 12)

The Board of Directors proposes that the Company's whole statutory reserve, that at December 31st, 2017 amounts to SEK 274,179,894.50, is allocated to the unrestricted reserve and to be used in accordance with resolutions of subsequent General Meetings. After the reduction is in effect the statutory reserve is completely dissolved. The decision is conditional on that the Swedish Companies Registration Office (Bolagsverket) or, in dispute cases, the general court grant permission to reduce the statutory reserve.

A resolution in accordance with the proposal of the Board of Directors is valid only if supported by shareholders holding at least two-thirds of the votes cast as well as the shares represented at the meeting.

Resolution regarding authorization for the Board of Directors to issue new shares with payment in cash (item 13)

The Board of Directors proposes that the annual general meeting resolves to authorize the Board of Directors, with or without deviation from the shareholders' preferential right, on one or more occasions, for the time up to the next annual general meeting, to resolve to issue in aggregate no more than 750,000 new shares. Payment for the new shares shall be made in cash. The reason for the possibility to deviate from the shareholders preferential rights is to enable fundraising in a cost efficient and expedient manner.

A resolution in accordance with the proposal of the Board of Directors is valid only if supported by shareholders holding at least two-thirds of the votes cast as well as the shares represented at the meeting.

Resolution to adopt new Articles of Association (item 14)

The Board of Directors proposes to amend paragraph 3 in the Articles of Association to have following wording: "The Company shall develop and deliver products, services, software, and system solutions as well as utilize innovations in the areas of X-ray products and other products derived from its core competence in X-ray detectors, including inter alia execution of contracts for the installation, integration and maintenance of medical, dental & other industrial imaging and related control equipment, instruments, tools and system, and own and manage shares in industrial companies."

A resolution in accordance with the proposal of the Board of Directors is valid only if supported by at least two-thirds of the votes cast as well as of the shares represented at the general meeting.

Election of the members of the Board of Directors (item 15)

The Nomination Committee proposes re-election of Jean-Philippe Flament, Dag Mosvold, Ondine de Rothschild and Marc Sperschneider as board members, re-election of Jean-Philippe Flament as chairman of the board and re-election of Thor Haugnaess and Yngvar Hansen-Tangen as deputy board members for the period until the end of the next annual general meeting.

Miscellaneous

At the time of this notice the total number of shares and votes of the Company amounts to 16,302,452. The Company does not own any shares.

Upon request by any shareholder and where the Board of Directors believes that such may take place without significant harm to the Company, the Board of Directors and the Managing Director shall provide information at the general meeting in respect of any circumstances which may affect the assessment of a matter on the agenda or the Company's financial position as well as the Company's relationship to other group companies.

The annual report and the auditor's report, as well as proxy forms, are available at the company's website (www.directconversion.com) latest from April 12th 2018 and is sent to shareholders that so requested and state their postal address or email.

March, 2018

Direct Conversion AB (publ)

The Board of Directors

PROXY FORM in accordance with Chapter 7 Section 54 (a) of the Swedish Companies Act

I, being a shareholder of Direct Conversion AB (publ), Reg. No. 556542-8918, hereby appoint the proxy stated below, or whomever he or she may appoint, to vote on my behalf for all my shares in Direct Conversion AB (publ) at the annual general meeting of Direct Conversion AB (publ) on April 26th, 2018.

Proxy**Signature by the shareholder**

_____ Name of the proxy	_____ Personal ID / DoB	_____ Name of the shareholder	_____ Personal ID / DoB / Corp. ID.
_____ Address		_____ Place and date	_____ Telephone number
_____ Postal code and city	_____ Telephone number	_____ Signature*	

*If signing for a company, clarification of signature shall be set out under the signature and an up to date certificate of incorporation shall be enclosed to the completed proxy form.

Please note that a shareholder shall give the company notice of attendance – as set out in the notice convening the Meeting – even if the shareholder intends to exercise his or her voting rights through a proxy.

The completed proxy form (with any enclosures) should be sent to Direct Conversion AB (publ), Attn. Rasmus Ljungwe, Svärdvägen 23, 182 33 Danderyd, Sweden, or via e-mail to rasmus.ljungwe@directconversion.com together with the notice of attendance. For the avoidance of doubt, if the shareholder does *not* intend to exercise his or her voting rights through a proxy, the proxy form does not have to be sent to the company