
NOTICE TO ATTEND EXTRAORDINARY GENERAL MEETING

The shareholders of Direct Conversion AB (publ) are hereby invited to attend the extraordinary general meeting of the shareholders on 12 January 2018 at 10:00 pm 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 5 January 2018. Shareholders whose shares are registered under the name of a nominee should therefore, well in advance of 5 January 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 8 January 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. Election of director
8. Closing of the meeting

Election of the member of the Board of Directors (item 7)

The nomination committee of the Company proposes that Mr. Marc Sperschneider is elected as a new director of the Board.

Miscellaneous

At the time of this notice the total number of shares and votes of the Company amounts to 15,552,452 plus an additional 750,000 shares and votes from an ongoing directed share issue that hasn't been completed at the time of this notice . 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.

December 2017

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 12 January 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