

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 June 17th, 2020 at 11:00 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 June 11th, 2020. Shareholders whose shares are registered under the name of a nominee should therefore, well in advance of June 11th, 2020, 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 June 11th, 2020. 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.

Proposed agenda

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. Submission of the annual report and the auditor's report as well as the consolidated annual report and the consolidated auditor's report
8. 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
9. Determination of fees for the members of the Board of Directors and the auditor
10. Election of auditor
11. Election of the members of the Board of Directors
12. Closing of the meeting

Allocation of results (item 8b)

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 2018, 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 9)

The Nomination Committee of the Company proposes that the members of the Board of Directors do not receive any fees, and that the auditor is paid in accordance with invoicing approved by the Company.

Election of auditor (item 10)

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.

Election of the members of the Board of Directors (item 11)

The Nomination Committee intends to propose Directors at the 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 March 11th, 2019, and is sent to shareholders that so requested and state their postal address or email.

May, 2020

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 June 17th, 2020.

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