

Notice to attend the Annual General Meeting of AddLife AB (publ)

The shareholders of AddLife AB (publ) (the "Company"), reg. no. 556995-8126, are hereby given notice to attend the Annual General Meeting to be held at 4:00 p.m. CET, Thursday, 9 May 2019, at biografen Saga, Kungsgatan 24, Stockholm. Registration for the meeting commences at 3:30 p.m. CET.

NOTICE OF PARTICIPATION

Shareholders who wish to participate in the proceedings of the Annual General Meeting must:

- be entered in the shareholders' register kept on behalf of the Company by Euroclear Sweden AB, as of Friday 3 May 2019; and
- notify the Company's head office at AddLife AB (publ.), Box 3145, SE-103 62 Stockholm, Sweden, or by telephone +46 (0)8 420 038 30, by e-mail to info@add.life, or via the Company's website, www.add.life/en/investors/corporate-governance/general-meeting/, no later than by Friday 3 May 2019. Such notice must contain the shareholder's name, personal identification number (organisation number), address, telephone number, the number of shares as well as any attending counsel, maximum two.

Personal data obtained from the share register kept by Euroclear Sweden AB, notices and attendance at the meeting and information on representatives, proxies and assistants will be used for registration, preparation of the voting list for the meeting and, where appropriate, the minutes of the meeting. Personal data is handled in accordance with the Data Protection Regulation (European Parliament and Council Regulation (EU) 2016/679), applicable from 25 May 2018. For full information regarding the Company's handling of personal data, please refer to our privacy policy: <https://www.add.life/om-addlife/personuppgifter-och-cookies/>.

Shareholders whose shares are registered under a trustee must temporarily register their shares in their own name in order to exercise their voting rights at the Annual General Meeting. Such changes in registration must be completed as of Friday 3 May 2019, in order for due registration to take place.

Where participation will be by proxy by virtue of power of attorney, the shareholder shall issue a written power of attorney which shall be dated and signed and attach any documents verifying authority. Proxies for legal entities must also be accompanied by a certified copy of a registration certificate or equivalent document verifying authority. A copy of the power of attorney and any registration certificate should, well in advance before the meeting be sent to the Company at the above address. The original version of the power of attorney shall also be presented at the meeting. The Company provides a proxy form to shareholders, and this form is available at the Company's head office or on the Company's website www.add.life/en/investors/corporate-governance/general-meeting/ latest on Thursday 18 April 2019.

PROPOSED AGENDA

THE ELECTION COMMITTEES PROPOSED RESOLUTION WITH RESPECT TO ITEMS 2 AND 11-14 ON THE AGENDA

In accordance with the resolved principles for appointment of election committee, the chairman of the board of directors has contacted the Company's electorally five largest shareholders as of the 30 September 2018 and asked them to appoint members to in addition to the chairman, constitute the election committee for the Annual General Meeting of 2019.

The election committee consists of Johan Sjö (chairman of the board of directors), Håkan Roos, Tom Hedelius, Johan Strandberg (appointed by SEB Investment Management), Monica Åsmyr (appointed by Swedbank Robur Fonder) and Maria Nordqvist (appointed by Lannebo Fonder). Håkan Roos is the chairman of the election committee. The election committee, whose members represents 49,50 percent of the votes in the Company, proposes the following resolutions:

2. Election of Chairman at the meeting

The chairman of the board of directors, Johan Sjö, is proposed as chairman of the meeting.

11. Determination of the number of Board members

The election committee proposes that the board of directors shall consist of six board members.

12. Determination of fees for the board of directors and the auditor

The election committee propose the fees to be distributed as follows: SEK 575,000 to the chairman of the board of directors and SEK 275,000 to each of the other board members appointed by the Annual General Meeting. The total fees to the board of directors amounts to SEK 1,950,000.

The fee to the chairman of the audit committee is proposed to be unchanged from the previous year and amount to SEK 50,000. It is proposed that no other remuneration be paid to other members of the audit committee and the remuneration committee for committee work.

Audit fees will be paid according to approved invoice.

13. Election of board members and chairman of the board of directors

Re-election is proposed of the board members Johan Sjö, Håkan Roos, Stefan Hedelius, Birgit Stattin Norinder, Eva Nilsagård and Andreas Göthberg.

Johan Sjö is proposed to be re-elected as chairman of the board.

Descriptions of proposed board members can be found in the Company's Annual Report for 2018 and on the Company's website www.add.life.

14. Election of Auditor

The election committee proposes election of the auditing company KPMG AB as auditor. KPMG AB has notified that if it is elected as auditor, Håkan Olsson Reising will be appointed as the auditor in charge. The election committee's proposal is in accordance with the audit committee's recommendation.

PROPOSAL BY THE BOARD OF DIRECTORS WITH RESPECT TO RESOLUTIONS UNDER ITEMS 9b AND 15-18

9b. Resolution with respect to disposition of the Company's earnings according to the adopted balance sheet

The board of directors proposes that the profits are allocated so that SEK 62.1 million (53.2) are distributed to the shareholders and that the remaining part of the Company's earnings, SEK 605.6 million (538.1) are balanced on a new account.

This means that the board of directors proposes to distribute SEK 2.20 per share, irrespectively of class of shares, to the shareholders, and that Monday 13 May 2019 shall be the record day for obtaining the dividend.

If the Annual General Meeting resolves in accordance with the proposal, the dividend is estimated to be sent out through the agency of Euroclear Sweden AB Thursday 16 May 2019 to those who are registered in the share register on the record date.

15. Resolution with respect to guidelines for remuneration to members of senior management

The board of directors proposes that the Annual General Meeting resolves on guidelines for remuneration to members of senior management, essentially as follows:

The guidelines shall apply to remuneration to the President/CEO and the other members of AddLife's Group management (the "Group Management").

AddLife strives to offer total remuneration which is reasonable and competitive, and which thereby serves to attract and retain qualified associates. The total remuneration, which varies in relation to the individual's and the Group's performance, may consist of the components set out below.

A fixed salary shall constitute the basis for the total remuneration. The salary shall be competitive and reflect the responsibility involved in the work. The fixed salary shall be reviewed on an annual basis.

Variable remuneration is primarily based on the Group's growth in earnings, profitability and cash flow. The annual variable portion may amount to a maximum of 40 percent of the fixed salary.

The board of directors will evaluate on an annual basis whether or not a long-term incentive Scheme shall be proposed to the Annual General Meeting and, if such is the case, whether or not the proposed long-term incentive scheme shall include transfer of shares in the Company.

Retirement pension, health care benefits and medical benefits shall be designed in such a way as to reflect rules, regulations and established practice on the market. Pension plans shall be defined-contribution pension plans to the greatest extent possible.

Other benefits may be provided to individual members or the entire Group Management and will be designed relative to established practice on the market. These benefits shall not constitute a significant portion of total remuneration.

Members of Group Management are obliged to observe a 6-month period of notice in the event of termination at the initiative of the employee and shall have a right to a maximum of a 12-month period of notice in the event of termination at the initiative of the Company. In the event of termination at the initiative of the Company, members of the Group Management shall have the right to a severance payment equivalent to a maximum of 12 months' salary, in addition to salary and other employment benefits during the period of notice. No severance payment shall be payable in the event of termination at the initiative of the employee.

The board of directors shall have the right to deviate from the abovementioned guidelines in individual cases and where special reasons exist. In the event of any such deviation, information about this and the reasons for the deviation shall be reported in the proposal to resolution with respect to guidelines for remuneration to members of senior management that will be presented at the next Annual General Meeting.

The remuneration committee appointed by the board of directors prepares and compiles proposals to the board of directors for remuneration to the President/CEO. Based on proposals by the President/CEO, the remuneration committee makes decisions regarding remuneration to the other members of the Group Management. The board of directors is informed of the decisions of the remuneration committee.

The above guidelines are a full statement to the proposal for a decision at the Annual General Meeting

16. Resolution regarding issuing of call options for repurchased shares and the transfer of repurchased shares to management personnel (the "2019 Share-Related Incentive Scheme")

The board of directors proposes that the Annual General Meeting resolves to adopt a long-term incentive scheme, the 2019 Share-Related Incentive Scheme (the "Scheme"). The Scheme is proposed to include approximately 35 members of management personnel within the AddLife Group in which the participants are being given the opportunity to acquire, at market price, call options of class B shares in the Company repurchased by the Company, with the participants receiving a certain subsidy on premiums paid for the options after two years.

The proposal of the board of directors also involves the Annual General Meeting approving the Company transferring – with deviation from the shareholders' preferential rights – up to 215,000 of the Company's repurchased class B shares to the option holders at the agreed exercise price in connection with any exercise of the call options (subject to any recalculations).

This proposal has been prepared by the Company's remuneration committee in consultation with the Company's board of directors. The decision to propose the Scheme to the Annual General Meeting has been taken by the board of directors. The Company's board members are not included in the Scheme.

The Scheme involves the following main terms and conditions:

- a) The number of call options to be issued shall not exceed 215,000, corresponding to approximately 0.8 percent of the total number of shares and approximately 0.6 percent of the total number of votes in the Company (by the Company held shares included). Each call option entitles the holder to acquire one (1) repurchased class B share ("Share") in the Company during the period from 20 June 2022 to 28 February 2023. Shares may not, however, be purchased during any such period when trading in the Company's shares is forbidden in accordance with Regulation (EU) No 596/2014 of the European Parliament and of the Council of April 2014 on market abuse (market abuse regulation) or any other equivalent legislation which applies at any given time.
- b) The purchase price for Shares ("Exercise price") on exercising options shall correspond to 120 percent of the volume-weighted average of the price paid for the Company's Share on the Nasdaq Stockholm during the period from 10 May 2019 to 23 May 2019. If the stock price of the Company's Share of Series B at the time the call option is claimed exceeds 170 percent of the average price during the period 10 May 2019 through 23 May 2019, then the exercise price will increase krona for krona by the amount of more than 170 percent.
- c) The right to acquire call options shall be granted to the Group Management and approximately 30 members of management within the AddLife Group who are directly able to have an impact on the Group's profits. The President/CEO shall be offered a maximum of 30,000 call options, and other Group management personnel shall be offered a maximum of 20,000 call options per individual person and other management personnel will be divided into four different categories, in which individuals will be offered a maximum of 12,000 call options.
- d) If persons who are entitled to an allocation refrain in full or in part from acquiring call options offered to them, such unacquired call options shall be divided on a pro rata basis between those persons who are entitled to an allocation and who have expressed their interest in acquiring additional call options in writing. Persons who are entitled to an allocation may not come to acquire more than an additional 30 percent of the original number of call options offered in this manner.
- e) The board of directors shall establish with final effect the distribution of call options according to the principles outlined in items c) and d) above, and the number of call options the employees within each category shall be offered to acquire.
- f) Notice of acquiring call options must be given no later than 31 May 2019.
- g) The premium for the call options shall correspond to the market value of the call options as per an external independent valuation, applying the Black & Scholes model. The measuring period for calculating the option premium shall be based on the volume weighed average of the price paid for the Company's Share on Nasdaq Stockholm during the period from 17 May 2019 to 23 May 2019.
- h) Issuing of call options to employees outside Sweden is dependent on tax effects, there being no legal impediment, and that the board of directors deems that such allocation can be carried out with reasonable administrative and financial resources. The board of directors shall be entitled to make such minor amendments to the Scheme as required by applicable foreign legislation and regulations.
- i) The call options are freely transferable.
- j) The number of Shares which the call options bring entitlement to acquire and the exercise price may be recalculated as a result of e.g. bonus issues, share consolidations or splits, new issues, a reduction in the share capital or similar actions. The point in time

at which Shares are transferred may be brought forward as a result of any merger or similar actions.

- k) In order to encourage participation in the Scheme, a subsidy may be paid corresponding to the premium paid for each call option. This subsidy will in this case be paid during May 2021.
- l) If the holder of the call options do not wish to exercise all of the call options and give a notice to the Company of this, the Company has a right to repurchase the call options from the holder. Acquisition of call options shall be made to a price that at any time corresponds to at the maximum the market price. Repurchase of call options may not, however, be made during any such period when trading in the Company's shares is forbidden in accordance with article 19 in Regulation (EU) No 596/2014 of the European Parliament and of the Council of April 2014 on market abuse (market abuse regulation) or any other equivalent legislation which applies at any given time.
- m) Within the constraints of the above terms, conditions and guidelines, the board of directors shall be responsible for the further formulation and administration of the Scheme.

The costs of the Scheme consist of the subsidy paid during May 2021 as detailed above and the social security charges payable on this subsidy. The total cost of the subsidy, including social security charges, has been estimated at approximately SEK 4.7 million after corporation tax (calculated based on the prevailing market conditions on 5 April 2019). Against this subsidy, the option premium corresponds to a total of approximately SEK 4.5 million (calculated based on the prevailing market conditions on 5 April 2019) which the Company will receive on transferring the call options, as a result of which the Scheme will not involve any net charge to the Company's equity.

The reason for allowing deviations from the shareholders' preferential rights and the board's reasons for carrying out this Scheme are that senior management in the AddLife Group should be able to benefit from and strive for, through their own investment, an increase in the price of the Company's shares, thus more closely aligning the interests of senior managers and shareholders in the Company. The intention of the Scheme is also to contribute towards management personnel increasing their shareholdings in the Company in the long term. The Scheme is also expected to create the right conditions for retaining and recruiting skilled personnel for the AddLife Group, to provide competitive remuneration and to align the interests of the shareholders and management. Those members of management included in the Scheme are the group who, in an otherwise heavily decentralised organisation, are able to have a positive impact on profits through cooperation between the Group's subsidiaries. On the basis of this, the board of directors believes that the introduction of the Scheme will have a positive effect on the continued development of the AddLife Group, and that the Scheme will benefit both the shareholders and the Company.

The Company has since earlier other long-term incentive schemes, the 2017 and 2018 Share-related Incentive Scheme.

In the 2017 scheme are 215,000 call options outstanding which entitles to acquisition of 225,750 Shares in the Company. The exercise price for these call options are fixed to SEK 212.70 per Share and the exercise period covers the period from 16 June 2020 to 28 February 2021.

In the 2018 scheme are 170,000 call options outstanding which entitles to acquisition of 178,500 Shares in the Company. The exercise price for these call options are fixed to SEK 224.10 per Share and the exercise period covers the period from 16 June 2021 to 28 February 2022.

All 405,250 underlying Shares in the Company in outstanding call options corresponds in total to already repurchased Shares in the Company.

The resolution proposed by the board of directors in accordance with point 16 must be approved by shareholders representing not less than nine tenths of the votes cast and shares represented at the Annual General Meeting.

17. Resolution regarding authorization for the board of directors to decide on the purchase and transfer of own shares

The board of directors proposes that the Annual General Meeting resolves to authorize the board of directors to decide – during the period until the next following Annual General Meeting – to repurchase up to the maximum number of class B shares so that the Company's holding of own shares at any given time does not exceed 10 percent of the total number of shares in the Company. Purchases shall be made on the Nasdaq Stockholm at a price within the price range registered at any given time, which is the interval between the highest purchase price and the lowest sale price. Purchase shall be done against payment in cash and may be done at one or several occasions.

The board of directors further proposes that the Annual General Meeting authorizes the board of directors – during the period until the next Annual General Meeting – to sell its own shares of class B in ways other than on the Nasdaq Stockholm. The authorization may be exercised on one or more occasions and includes all shares held in treasury by the Company at the time of the decision of the board of directors. The authorization includes a right to decide to deviate from shareholders' preferential rights and that payment may be effected in forms other than money.

The purpose of the authorization is to enable the Group's capital structure to be adjusted as well as to enable companies or business operations to be acquired in future through payment with own shares. Through holding of own shares, the Company's commitment in the share-related incentive scheme that was decided on the annual general meeting 2017 and 2018 and the share-related incentive scheme as proposed above according to item 16 are secured.

The resolution proposed by the board of directors in accordance with item 17 must be approved by shareholders representing not less than two thirds of the votes cast and shares represented at the Annual General Meeting.

18. Resolution regarding authorization for the board of directors to resolve on a new issue of up to 10 percent of the number of B-shares as means of payment during acquisitions

With the purpose of enabling more company acquisitions, the board of directors proposes that the Annual General Meeting resolve to authorize the board of directors – during the period until the next following Annual General Meeting – to decide on the issue of new shares, on one or more occasions, in deviation from shareholders' preferential rights, against payment by set-

off or with non-cash consideration. However, such issues may not cause the Company's registered share capital or the number of shares in the Company to increase by more than a total of 10 percent, based on the Company's registered share capital or the number of shares prior to exercise of the authorization.

Set-off shall only be possible against claims in connection with payment for shares in companies acquired by the Company. Issues shall take place on market-related terms and conditions.

The resolution proposed by the board of directors in accordance with item 18 must be approved by shareholders representing not less than two thirds of the votes cast and shares represented at the Annual General Meeting.

SHARES AND VOTES

The Company has issued a total of 28,624,573 shares. 1,156,304 of these are class A shares and 27,468,269 are class B shares whereof the Company holds 405,250. The total number of votes, after subtraction of the shares held by the Company, are 38,626,059. This information relates to the situation at the time of issuing this notice.

SHAREHOLDERS REQUEST FOR INFORMATION

Pursuant to Chapter 7, section 32 and 57 of the Swedish Companies Act (Sw. *aktiebolagslagen*), the board of directors and the President/CEO are under a duty to, if any shareholder so requests and the board of directors deems that it can be made without material damage to the Company, provide information at the meeting, regarding circumstances which may affect the assessment of a matter on the agenda or of the Company's economic situation. Such duty to provide information also comprises the Company's relation to other group companies, the consolidated accounts and such circumstances regarding subsidiaries which are set out in the foregoing sentence.

DOCUMENTATION

The financial accounts, the auditor's report and the board of directors' full proposals in accordance with points 9b, 15 (including the board of directors statement according to Chapter 18 section 4 and the auditor's statement in accordance with Chapter 8, section 54 of the Swedish Companies Act and the remuneration committee's assessment of incentive schemes and application of the guidelines for remuneration to senior management approved by the AGM), 16 and 17 (including the board of directors' statement in accordance with chapter 19, section 22 of the Swedish Companies Act) on the agenda will be available at the Company from Thursday 18 April 2019 onwards, and will be sent to those shareholders who request this and provide their postal address. These documents will also be available on the Company's website from the same time. The election committee's proposals and details of all proposed members of the board of directors will be available on the Company's website from the date of issue of this notice.

*Stockholm, April 2019
The board of directors
AddLife AB (publ)*