

## Notice convening the annual general meeting in Loyal Solutions A/S

Copenhagen, 7 October 2026

Notice is hereby given to shareholders in Loyal Solutions A/S of annual general meeting scheduled for 23 October 2026 13:00 (CEST) 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.

Enclosed please find notice and agenda for the annual general meeting, including the complete proposals under agenda items 7 A–7 C and the proposed amendments to the Articles of Association.

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
  - A. Authorisation to the board of directors to issue up to 440,000 warrants to employees and the executive board and to carry out the related capital increase of up to nominally DKK 440,000 (new article 3.1.5)
  - B. Authorisation to the board of directors to issue up to 60,000 warrants to members of the board of directors and to carry out the related capital increase of up to nominally DKK 60,000 (new article 3.1.6)
  - C. Amendment of article 9.3 of the Articles of Association (financial year 1 July to 30 June)
8. Other business

The warrant programmes comprise a total of 500,000 warrants (440,000 to employees and the executive board and 60,000 to the board of directors). The exercise price will be determined at market price at the time of grant, and the warrants may be exercised until 31 December 2029. The maximum dilution amounts to approximately 5.26% (fully diluted: 5.00%).

The complete proposals, including the proposed amendments to the Articles of Association, are available at [www.loyalsolutions.eu](http://www.loyalsolutions.eu). For further information about the company and/or the agenda above, please contact:

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or

Frank Hansen, Chairman of the Board of Directors  
E-mail: [fh@niord.dk](mailto:fh@niord.dk)

**Certified Adviser**

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*Loyal Solutions was set up in 2009 with the sole purpose of disrupting the loyalty industry with new technology, new transparent concepts and a 100% focus on the end customer.*

*Loyal Solutions has quickly become a leading global provider of loyalty concepts, solutions, and technology for selected industries for select clients. Our proprietary technology and global private cloud solutions are state of the art and market leading. We also offer clients full outsourcing options, making implementation of a full program seamless and easy.*

*We have our HQ in Copenhagen and an IT hub in Johannesburg. We are currently represented in Stockholm, Dubai, San Francisco and Melbourne.*