

Information regarding exercise of warrants of series TO 1

Exercise period 4 - 25 May 2022

IMPORTANT INFORMATION

This is an information document prepared by Loyal Solutions A/S ("Loyal Solutions" or the "Company"). Warrant holders are advised to consult the prospectus published by Loyal Solutions on the 29th of April 2021 for a description of the risks associated with an investment in the Company. The prospectus is available on the Company's website (www.loyalsolutions.eu). Loyal Solutions A/S, CVR.no. 28850263.

ABOUT LOYAL SOLUTIONS

Loyal Solutions delivers the market-leading Software-as-a-Service ("SaaS") platform LoyalTFacts®, which enables clients to enjoy new ancillary revenue streams, increase current ones, and improve customer loyalty. The Company offers all the services and technologies needed to implement a successful program and has gained extensive experience in designing, implementing, and operating large local, regional, or global loyalty programs.

Being easily connected to clients existing services and systems, LoyalTFacts® is not limited to a certain type of industry. Loyal Solutions' current focus is on five specific industries: Airline, FinTech, Hospitality, Malls and Telecom. The Company also offers full outsourcing options, which makes implementation of a full loyalty program seamless and easy for its clients. LoyalTFacts® is real-time integrated to the three big payment providers Visa, Mastercard, and American Express and thus capable of reaching billions of potential users instantly. The majority of the Company's clients are large global brands operating in different industries.

HIGHLIGHTS SINCE THE IPO

Since its IPO in June 2021, Loyal Solutions has executed its scale up plan. This includes adding sales resources and opening an IT development hub in Johannesburg, South Africa. The Company also signed an agreement with Mastercard Nordics to enable digital receipts for Mastercard's cardholders in the Nordics and Baltics. Loyal Solutions also signed an agreement with Visa Inc, the world leader in digital payments, after Visa conducted a global request for proposal (RFP) over twelve months. The Company won in 5 of 5 global Visa regions and its proprietary technology is today powering Visa's new

SaaS loyalty platform, VMLS. The effect of this agreement is not immediate, but is expected to be significant over the longer term, from 2023 and onwards. In April the Company announced that Per Kogut will join the Board of Directors. Per has extensive IT experience as former CEO of Computer Associates Europe and the leading Danish IT company NNIT. Furthermore, Loyal Solutions released half year figures per the 31st of December 2021 that were in line with expectations, including an expected EBITDA improvement for the full year of DKK 5 million.

If all warrants of series TO 1 are exercised, the Company will be provided net proceeds of approx. SEK 29.5 million. The proceeds will finance the following planned activities: (1) sales scale up (approx. 60%), (2) operations (approx. 30%) and (3) platform investment R&D (approx. 10%).

THE WAY FORWARD

Loyal Solutions has an attractive and scalable business model centered on annual recurring revenues with minimum guarantees, combined with setup/implementation fees and additional revenue from client specific developments. The global market for loyalty programs is valued at USD 201 billion and is expected to grow by an annual growth rate of 4-5 percent between 2021 and 2024.¹ Loyal Solutions' ambition is to expand within current markets. In addition, the Company aims to target the markets of shopping mall operators and telecommunications. It is the Company's ambition to reach a net revenue exceeding EUR 20 million (corresponding to approx. DKK 149 million) with an EBITDA of approx. EUR 10 million (corresponding to approx. DKK 74 million) during 2023/24.

OPERATIONAL TARGETS

2022

- Continuous development of current customers
- Continuous selling effort in target verticals
- Implementation of first clients from the expansion plan
- Sales staff increase
- Support staff increase (if more clients are signed)
- Continuous platform upgrades and R&D

2023

- Sales in verticals started
- Continuous development of current customers
- Implementation of new clients from the expansion plan
- R&D continues
- Additional verticals implemented

¹ Visa. (2020). Refreshing rewards: Rethinking and redesigning merchant loyalty program redemption options.

SUMMARY OF THE OFFERING

Exercise period: 4th - 25th of May 2022.

Exercise price: One (1) warrant gives the right to subscribe for one (1) new share at a price of SEK 24.00 per share.

Last day of trading in warrants: 23rd of May 2022.

Number of outstanding shares: 1,333,332.

Issue volume: If all warrants are exercised the Company will receive approx. SEK 32 million before deduction of transaction related costs.

Ticker, ISIN: LOYAL TO 1, DK0061549219.

TERMS AND CONDITIONS

There are 1,333,332 outstanding warrants of series TO 1. Holders of warrants of series TO 1 have the right to subscribe for one (1) new share in Loyal Solutions at a price of SEK 24.00 per share. Subscription with support of warrants of series TO 1 can take place during the period from the 4th of May 2022 until the 25th of May 2022. Subscription shall be made by immediate cash payment no later than on the 25th of May 2022.

As warrant holder you need to decide on the offer - here's how to exercise your warrants of series TO 1

For your warrants not to expire worthless, you must subscribe for new shares, with the support of warrants, on the 25th of May 2022 at the latest, alternatively sell your warrants no later than on the 23rd of May 2022.

You can have your warrants registered in two ways:

1. In a securities custody account with a bank or other nominee (for example, Avanza or Nordnet), in an investment savings account (Sw. Investeringssparkonto) or endowment account (Sw. Kapitalförsäkring). Your warrants are then nominee registered.
2. In a VP-account (a VP-account starts with three zeros). Your warrants are then directly registered.

If your warrants are nominee registered

Subscription and payment of new shares, by exercise of warrants, shall be made to the account-holding bank/nominee with which the warrants are registered. The subscription and payment shall be made in accordance with the instructions from each such bank or nominee. Usually, the bank/nominee sends out a digital notice to the account holder, otherwise it is enough to log into the securities custody account from the first day in the exercise period in order to get instructions on how to exercise warrants for subscription of new shares. If you do not find these instructions, please contact your bank or trustee. Please note that banks and other nominees may set different time limits for the last day for subscription, hence it is recommended to contact the account-holding bank/nominee early in the exercise period. This information document will be available for all nominee registered warrant holders on below mentioned websites. Subscribed and paid for shares may be entered as "interim shares" or "IA" into your securities custody account until registration of the warrant exercise is completed with the Danish Companies Registration Office, whereby interim shares will automatically be converted to ordinary shares in Loyal Solutions.

If your warrants are directly registered

No VP-account statement will be sent out. Subscription of new shares, by exercise of warrants, shall be made by sending a completed subscription form to Nordic Issuing AB. In

conjunction with sending the completed subscription form, payment must be made to Nordic Issuing AB in accordance with the payment details stated on the subscription form. Subscription form along with this information document will be available to all VP-account holders on below mentioned websites. The subscription form and information document are available at the websites of Loyal Solutions (www.loyalsolutions.com), Nordic Issuing AB (www.nordic-issuing.se), and Sedermera Corporate Finance AB (www.sedermera.se).

Completed subscription form and payment must be registered with Nordic Issuing AB no later than on the 25th of May 2022. Subscribed and paid for shares will be entered as "interim shares" or "IA" into your VP-account until registration of the issue is completed with the Danish Companies Registration Office, whereby interim shares will automatically be converted to ordinary shares in Loyal Solutions.

Subscription over EUR 15,000 where applicable

If the subscription amounts to or exceeds EUR 15,000, a money laundering form must be completed on the money laundering form available on www.nordic-issuing.se which can be signed digitally.

IMPORTANT DATES

4th of May 2022: Exercise period commences

23rd of May 2022: Last day of trading in warrants

25th of May 2022: Exercise period ends

30th of May 2022: Planned communication of outcome of warrant exercise

3rd of June 2022: Planned conversion from interim shares to shares

In case of any questions regarding the warrants exercise, please contact Sedermera Corporate Finance AB or Nordic Issuing AB.

Sedermera Corporate Finance AB
Phone: +46 40-615 14 10, E-mail: cf@stedermera.se

Nordic Issuing AB
Phone: +46 40-632 00 20, E-mail: info@nordic-issuing.se

NOTE - In order for your warrants not to expire worthlessly, you must actively exercise your warrants and subscribe for shares no later than the **25th of May 2022** or sell your warrants no later than on the **23rd of May 2022**.