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PRESS RELEASE

Verdere consolidates its controlling interest in Kinnevik

Today, Verdere Sàrl ("Verdere") completed the acquisition of 5.2 million class A shares in Investment AB Kinnevik ("Kinnevik") from SMS Sapere Aude Trust and HS Sapere Aude Trust Delaware (together the "Trusts"), and from Sophie Stenbeck for SEK 169.20 per share.

Verdere is an equal partnership established by Cristina Stenbeck and Max Stenbeck to hold a controlling interest in Kinnevik. The Trusts originate from a trust that was originally established by Märtha Stenbeck for the purpose of holding Kinnevik shares for the benefit of Cristina, Hugo, Sophie and Max Stenbeck.

The Trusts and Sophie Stenbeck are retaining 2.7 million class A shares in Kinnevik, which will remain subject to the current voting coordination in place among the parties.

Following this transaction, Verdere will control 10.9% of the capital and 42.4% of the votes in Kinnevik. Altogether, Verdere, the Trusts and Sophie Stenbeck will continue to control 11.9% of the share capital and 46.2% of the votes in Kinnevik.

"Over the last 10 years, Cristina and I have worked hard to support the development of the various group companies across their key businesses and core geographies. Today, we are very pleased to be able to announce the acquisition of a larger economic interest in Kinnevik, a company in which we have total conviction", said Verdere Chairman Max Stenbeck.

"Max and I share a common vision for Kinnevik. It's great to have him as an equal partner in this phase of Kinnevik's development. As shareholders, we look forward to supporting the Board's work at such an important time in Kinnevik's transformation from a diversified holding company to a leading international communications, e-commerce and entertainment group," said Kinnevik Chairman Cristina Stenbeck.

"Kinnevik has been an excellent investment over the last 10 years. I am delighted that Cristina and Max were keen to increase their exposure to Kinnevik at a time when I am focusing on my own business, entrepreneurial and philanthropic ventures. I look forward to remaining fully involved as Chairman of Hugo Stenbecks Stiftelse in Sweden, and in the work of Reach for Change, our pioneering charitable foundation focused on social entrepreneurs in Sweden and abroad," said Sophie Stenbeck.