

Investment AB Kinnevik

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PRESS RELEASE

21 August 2014

KINNEVIK CAPITAL MARKETS DAY 18 SEPTEMBER 2014

Investment AB Kinnevik (publ) ("Kinnevik") will be hosting a Capital Markets Day on 18 September 2014 in Stockholm, Sweden.

The event will take place at Grand Hotel in Stockholm. The program will start with registration at 8:30 a.m. and end at 5.00 p.m. The program includes presentations by the management of Kinnevik as well as management from Bayport, Bima, CDON, Quikr, Rocket, Saltside and Zalando.

The presentations will be webcasted on Kinnevik's website, www.kinnevik.se. For further information, see attached program.

Please register your participation at www.kinnevik.se no later than 15 September 2014.

For further information, visit www.kinnevik.se or contact:

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Investment AB Kinnevik is a leading, long-term oriented, investment company based in Sweden. Kinnevik primarily invests in consumer centric businesses that provide innovative and value-added technology-enabled services. Our main areas of focus are the Communications, e-Commerce, Entertainment and Financial Services sectors. We own significant stakes in over 50 companies that operate in more than 80 countries across five continents, with a particular emphasis on growth markets. The Kinnevik Group employs more than 90 000 people around the world.

Kinnevik actively supports the companies in which it invests and plays an influential role on their respective Boards. Kinnevik was founded in 1936 by three Swedish families who continue to play a leadership role in the ownership of the Company and in the pursuit of its entrepreneurial ventures.

Kinnevik's shares are listed on Nasdaq OMX Stockholm's list for large cap companies under the ticker codes KINV A and KINV B.



Kinnevik Capital Markets Day

When: 18 September 2014
Where: Grand Hotel, Stockholm

The Agenda for the Day

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| 8.30 | Registration and coffee |
| 9.00 | Kinnevik Overview – Lorenzo Grabau, CEO & Mikael Larsson, CFO |
| 9.30 | Kinnevik Marketplaces – Chris Bischoff, Group Investment Director |
| 9.40 | Saltside – Nils Hammar, CEO |
| 10.15 | Quikr – Pranay Chulet, CEO |
| 11.00 | Coffee break |
| 11.15 | Kinnevik Financial Services - Voria Fattahi, Investment Manager |
| 11.25 | BIMA – Gustaf Agartson, CEO |
| 12.00 | Bayport – Grant Kurland, CEO |
| 12.45 | Lunch |
| 13.30 | CDON – Paul Fischbein, CEO |
| 14.15 | Kinnevik – Rocket Partnership – Christoph Barchewitz, Investment manager |
| 14.25 | Rocket Internet – Oliver Samwer, CEO |
| 15.15 | Global Fashion Companies – Nils Chrestin, CFO Lamoda |
| 16.00 | Coffee break |
| 16.15 | Zalando |
| 17.00 | Closing remarks – Lorenzo Grabau, CEO |