

NOTICE OF MANDATORY TOTAL REDEMPTION OF OUTSTANDING NOTES OF MOBYLIFE HOLDING A/S

Copenhagen, 28 March 2018

MobyLife Holding A/S (the “Issuer”) hereby gives notice to the holders of its outstanding senior secured notes with ISIN SE0005936382 (the “Notes”) of its exercise of the mandatory total redemption option in relation to the total outstanding nominal amount of the Notes in accordance with condition 9.3 of the terms and conditions of the Notes (the “Conditions”).

Terms defined in the Conditions shall have the same meaning when used herein, unless otherwise defined.

The date on which the redemption will occur will be **17 April 2018** (the “Early Redemption Date”).

The Notes will be redeemed at an amount equal to the sum of:

12.00 per cent. of the Nominal Amount,

representing both principal and accrued but unpaid interest (as well as default interest, if any) (the “Call Option Amount”).

The Call Option Amount per **SEK 1,000** of Notes amounts to **SEK 120**, and will be disbursed to Holders registered as owners of the Notes with Euroclear Sweden AB on the Record Date which will be **10 April 2018**. The last trading date to have a transaction registered on such record date is **6 April 2018**.

In conjunction with the early redemption, the Notes will be delisted from the corporate bond list at NASDAQ Stockholm.

This notice of redemption is irrevocable and is governed by Swedish law.

For further information, enquiries should be directed to:

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This information is information that MobyLife Holding A/S is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, at 18.00 CET on 28 March 2018.