

Submitting of proposals and processing of personal data at general annual meetings

As a shareholder in MAG Interactive AB ("**MAG**") you will be able to submit proposals on matters you wish to be covered at the general annual meeting to the board of directors and the nomination committee. In order for MAG to handle your proposal(s), MAG will process personal data about you as a shareholder.

As part of our commitment to comply with all applicable data protection laws, including the General Data Protection Regulation (2016/679) (the "**GDPR**"), this notice sets out our obligations towards you and your rights when we use your contact details, such as your name and email address.

MAG is the data controller for the personal data in form of your name and email address that we use to handle your proposal for the general annual meeting. We consider ourselves to have a legitimate interest to process your name and email address for this purpose. We will not use any other data related to you or for any other purpose than to be able to manage your proposal, unless we inform you otherwise.

We will save your name and email address for being able to manage your proposal until your proposal has been raised at the general annual meeting and will then delete it after the general annual meeting.

You have certain rights in relation to us when it comes to how we use your personal data. These rights include the right to (i) object to us storing and using your personal data for us to be able to handle your proposal; (ii) access and have your personal data rectified if it is incorrect; (iii) restrict the processing of personal data; and (iv) request us to delete your personal data. If you object to the processing of your personal data and do not want us to save your contact details, we will not be able to handle your proposal at the general annual meeting. You have a right to be informed about why we consider ourselves to have a legitimate interest to use your personal data to manage proposals that you have submitted to us.

You have the right to lodge a complaint with the data protection authority if you are dissatisfied with how we process your personal data. The Swedish data protection authority is *Datainspektionen* (www.datainspektionen.se).

We will not disclose your name and address to any third party for such third party's own use. We will not transfer any personal data to countries outside the EU/EEA.

If you have any questions or wish to enforce your rights as set out above, please do not hesitate to contact us at IR@maginteractive.com or postal address: MAG Interactive AB, IR, Drottninggatan 95A, 113 60 Stockholm.