



Press release

Copenhagen 14 June, 2016

The online auction company Lauritz.com publishes prospectus for listing on Nasdaq First North Premier in Stockholm

The Board of Directors and the owners of Lauritz.com Group A/S (“Lauritz.com” or the “Company”) has re-applied for listing of the Company’s shares on Nasdaq First North Premier in Stockholm on or around 22 June 2016. As previously communicated in a press release dated 9 June 2016, the Company has together with ABG Sundal Collier resolved to withdraw the offering pursuant to the prospectus published on 27 May 2016 (the “Withdrawn Offering”) and has today published a new prospectus with a fixed offer price of SEK 15 per share (the “Offering”). Please note that persons who subscribed in the Withdrawn Offering will have to subscribe again in this Offering should they want to participate in the Offering.

Bure Equity AB and Catella Fondförvaltning AB remain as cornerstone investors with commitments of 11.3 % and 7.5 % of the shares outstanding in the Company after the Offering, respectively. In addition, Swedbank Robur Fonder AB and Rite Internet Ventures Holding AB have, subject to certain conditions, committed to subscribe for shares corresponding to 8.0 % and 5.0 % of the shares outstanding in the Company after the Offering, respectively. In total, the cornerstone investors have committed to subscribe for shares, subject to certain conditions (such as the Offering being completed by no later than 30 June 2016), corresponding to approximately 31.8% of the shares outstanding in the Company after the Offering and 70.5 % of the Offering if the Offering is increased in full and provided that the overallotment option is fully utilised.

The Offering

- The Offering is made to institutional investors in Sweden and abroad as well as to the general public in Denmark and Sweden. Please note that persons who subscribed in the withdrawn offering will have to subscribe again in this new Offering
- The offer price has been set to SEK 15 per share (the “Offer Price”) by the Board of Directors and the Selling Shareholder in consultation with ABG Sundal Collier. The Offer Price to the general public will not exceed SEK 15 per share. Brokerage commission will not be charged
- The Offering consists of in total up to 14,787,879 shares, of which Lauritz.com offers 4,666,667 newly issued shares (“New Shares”) corresponding to gross proceeds of in total SEK 70 million and Lauritz.com Holding A/S (the “Selling Shareholder”) is offering up to 10,121,212 existing shares (“Existing Shares”)
- At the discretion of the Selling Shareholder, the total number of existing shares sold by the Selling Shareholder in the Offering may be increased by up to 1,848,485 shares (the “Upsizing Shares”)
- To cover overallotments or other short positions in the Offering, the Selling Shareholder will grant ABG Sundal Collier an option to acquire additional shares up to 10 % of the aggregate of the New Shares and Existing Shares at the Offer Price (the “Overallotment Option”). The Overallotment Option is exercisable, in whole or in part, for a period of 30 days from the first day of trading of the Shares on Nasdaq First North Premier

- Assuming that the Offering is fully subscribed for at the Offer Price, and that the Offering is increased by the Upsizing Shares and that the Overallotment Option is fully exercised, the total Offering will comprise up to 18,300,000 shares, corresponding to 45 percent of the total number of shares in the Company after the Offering
- The total value of the Offering (including the upsizing option) is SEK 250 million and SEK 275 million if the Overallotment Option is fully exercised
- Based on the Offer Price, the market value of the outstanding shares in Lauritz.com is SEK 610 million
- In addition to the Company receiving SEK 70 million in gross proceeds from the issue of New Shares, the Selling Shareholder has undertaken to settle its shareholder loan of approximately SEK 137 million to the Company through the proceeds received from the sale of Existing Shares. SEK 104 million of the proceeds received by the Company from the listing will be used for redemption of bonds with a nominal value of SEK 100 million. The redemption of bonds is subject to approval from bondholders. The ongoing written procedure will not be affected by the Offering.
- Bure Equity AB, Swedbank Robur Fonder AB, Catella Fondförvaltning AB and Rite Internet Ventures Holding AB have, subject to certain conditions, agreed to acquire shares in the Offering, at the same price per share as for other investors, corresponding to up to 31.8 % of the total number of outstanding shares and 70.5 % of the Offering assuming that the Offering is increased in full and provided that the Overallotment Option is fully utilised. For the separate cornerstone investors the commitment is up to 11.3 %, 8.0 %, 7.5 % and 5.0 % for Bure Equity AB, Swedbank Robur Fonder AB, Catella Fondförvaltning AB and Rite Internet Ventures Holding AB, respectively
- The general meeting of the shareholders of the Company shall aim to appoint a Board Member each representing Bure Equity AB and Rite Internet Ventures Holding AB
- Applications from the general public in Sweden and Denmark for acquisition of shares should be made during the period 15 June 2016 – 20 June 2016
- The application period for institutional investors in Sweden and abroad will commence on 15 June 2016 and is expected to end on 21 June 2016
- Expected first day of trading on Nasdaq First North Premier is 22 June 2016 and the shares will be traded under the ticker LAUR. The listing on Nasdaq First North Premier is subject to, among other things, Nasdaq First North Premier's approval of the distribution of the offer shares
- The settlement date is expected to be 27 June 2016

Comment from the CEO of Lauritz.com Group A/S Mette Rode Sundstrøm:

Lauritz.com has a strong track record of profitable growth with the ability to grow both organically and through acquisitions. We are dedicated to pursue our vision to do 'auctions to the people' and our mission to do 'quality auctions online' within art, design, antiquities and home luxury. Lauritz.com has been a pioneer since we launched in 1999, and we are keen to intensify our paradigm shift of the business, by migrating auctions online with focus on accessibility and convenience, while still holding on to classical auction values such as the expertise and viewing. Our strong focus on the middle market has resulted in 26 auction houses in 5 countries, approximately 2.5 million registered customer numbers and approximately 5.7 million online visits per month. We believe to have significant opportunities to continue our strong growth track, hand in hand with existing and new international customers, and together with our new investors. The proceeds we will receive from the primary issue and the repayment of the shareholder loan as well as partial repayment of the bond, will further help us solidify and develop our leading market position further going forward.

Comment from the Chairman and main owner of Lauritz.com Group A/S Bengt Sundström:

We are happy to be able to launch the amended offering with support from a strong institutional investor base in Bure Equity AB, Catella Fondförvaltning AB, Rite Internet Ventures Holding AB and Swedbank Robur Fonder AB. We also hope to see strong continued interest from retail investors that want to participate in our future journey. I have since the foundation of Lauritz.com focused on building a company with an easy inviting concept that can revolutionise the auction world by democratising the

perception of the business and making it accessible for everybody to sell and by on auctions. I believe that the Company has created a unique position and organisation that is well positioned to capture the growth opportunities that exist on existing and new markets for the coming years. I will remain as the main owner in order to support the Company going forward within this new setting.

Instructions for acquisition of shares

Applications from the general public for acquisition of shares should be made during the period 15 June 2016 – 20 June 2016 and relate to a minimum of 100 shares and a maximum of 50,000 shares¹ in even lots of 50 shares each. Applications must be made by using a certain application form which can be obtained from SEB and the Company. Applications can also be made through Avanza's and Nordnet's Internet services, see further information in the prospectus. Application forms will be made available on the website (www.lauritz.com), SEB's website for prospectuses (www.sebgroup.com/prospectus) as well as Avanza's website (www.avanza.com) and Nordnet's website (www.nordnet.se or www.nordnet.dk).

Please note that both persons who have subscribed in the withdrawn offering and new investors interested in subscribing for shares in this new offering will need to subscribe in this new offering.

Institutional investors in Sweden and abroad are invited to participate from 15 May 2016 – 21 June 2016. Applications from institutional investors in Sweden and from abroad shall be submitted to ABG Sundal Collier.

Advisors

ABG Sundal Collier is Global Coordinator and financial advisor to the Company. Legal advisers to the Company is Linklaters Advokatbyrå Aktiebolag as to Swedish law, with LETT Law Firm P/S advising as to Danish law. Legal advisor to the Global Coordinator is Baker & McKenzie Advokatbyrå KB. Auditors of the company is Deloitte Statsautoriseret Revisionspartnerselskab.

For more information, please contact:

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¹ Parties who wish to subscribe for more than 50,000 Offer Shares must contact the Global Coordinator in accordance with what is stipulated in section "The institutional offering" in the prospectus

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