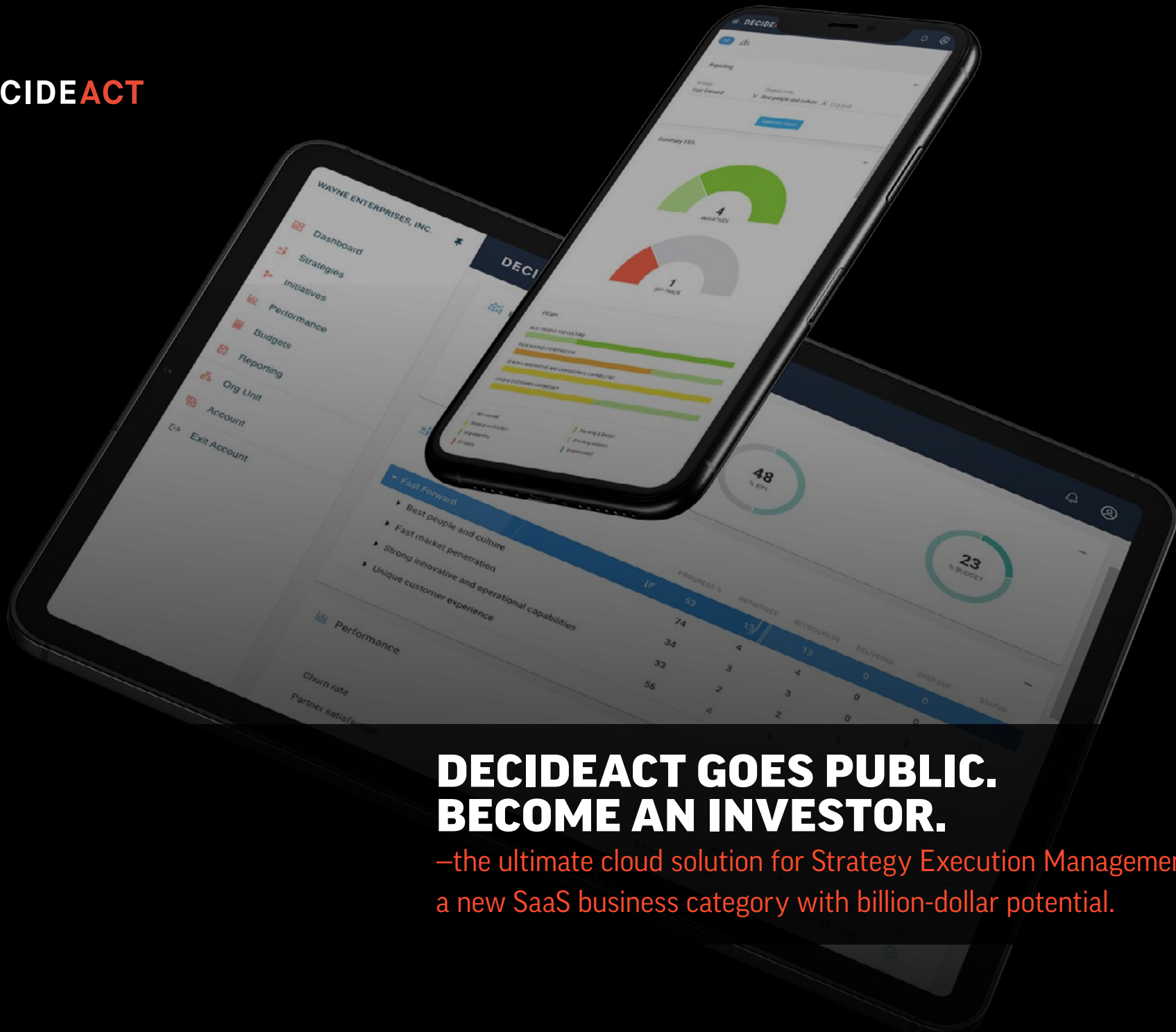


DECIDEACT



DECIDEACT GOES PUBLIC. BECOME AN INVESTOR.

—the ultimate cloud solution for Strategy Execution Management (SEM),
a new SaaS business category with billion-dollar potential.

SUMMARY:

WHY INVEST IN DECIDEACT?

DecideAct has developed an advanced cloud solution that helps companies implement their strategies. Now we're going public to realize our own growth strategy.

Growth Strategy 2020-2023



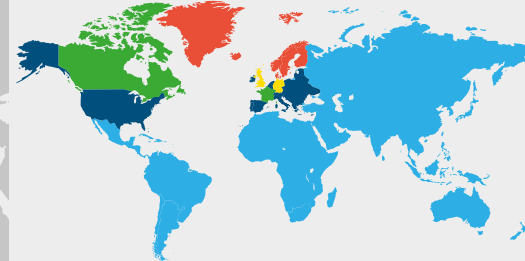
We have spent the past five years developing and refining our cloud solution together with customers in the Icelandic test market. We see a market that is maturing. Demand is rising. And we have a growth strategy ready that will make us the leading Strategy Execution Management brand globally.

The nordic market: Size and sales potential 2023



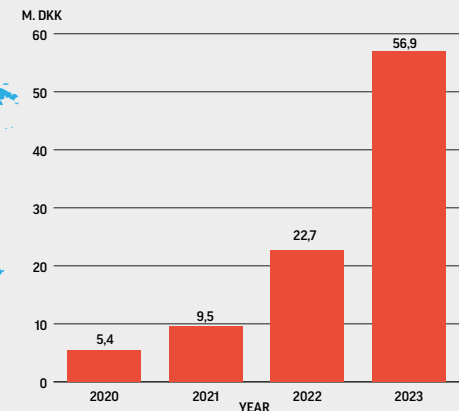
Our product is sold as a subscription solution. Based on our sales experience in the Icelandic test market, with 6% of the companies in our target group, the sales potential in Denmark, Sweden, Norway and Finland alone is more than 500 customers over the next three years. We expect to land at least half (250 customers in 2023).

Planned Market Expansion by 2023



It is our ambition to continue to set the standard in the category -while the market continues to grow substantially. And we would like to invite you on that growth journey. In the coming three years we will establish the brand, first in the Nordic countries, then in Northwestern Europe and Canada, as well as in the rest of Europe and the USA.

Annualized MRR December (ARR end of year) - m. DKK



DecideAct is already a healthy business. Every week there are new inquiries in our sales channel. By the end of 2020, we estimate to have contracts for more than 5 million Danish Kroner in annual subscription turnover. And 250 customers in the Nordic countries will yield an annual subscription turnover of 56.9 million DKK in 2023.

Are you interested in investing in DecideAct, you can use the form here: <https://decideact.net/investor-relations>
On our investor site at decideact.net you can watch our investor video and download the official investor material.
For a summary of terms and subscription form, please see the last pages of this Brochure

DECIDEACT - MAKE STRATEGY WALK THE TALK™

THE ULTIMATE CLOUD SOLUTION FOR STRATEGY EXECUTION MANAGEMENT (SEM)

“Implementing strategy in the traditional way is like trying to find your way by car using a map from 1955. Implementing the strategy with DecideAct’s solution is like driving with a modern GPS.”

Antonio Nieto-Rodriguez,
Professor and World Champion
in Project Management



WHY DECIDEACT IS A GOOD INVESTMENT

DecideAct is a unique software solution that streamlines and modernizes strategic leadership. It is on track to being a global market leader in the new business category, Strategy Execution Management (SEM). The product is sold as SaaS (Software-as-a-Service), applicable to all types of organizations—and with long-term customer relationships.

The SEM market is considered to have at least the same potential as Customer Relations Management (CRM), which has an annual turnover of 45 billion USD*. Salesforce is the dominant CRM brand, with 19% of the market. In comparison, there currently is no household name in the SEM field.

With its groundbreaking technology, solid experience, and ever-expanding knowledge base, DecideAct is perfectly equipped to become this SEM household name.

DecideAct are currently passing more than 20 customers and a monthly subscription turnover of approximately EUR 50,000. Its annual growth rate is already exponential (index 260) compared to the same month last year—and we have only just begun.

*Source: statista.com



EPOCH-MAKING SOLUTION TO A WORLDWIDE PROBLEM

Three out of four business strategies are never implemented or do not reach their goals. Every minute, \$3 million is wasted on failed strategies. This is documented by Brightline Initiative, a global nonprofit that researches how to bridge strategy design with implementation. In other words, there is a huge gap between goals launched at corporate kickoff events and actual results.

This gap is recognized by the vast majority of business leaders, who must explain strategy failure to boards and employees. Far more serious are the negative consequences for earnings, competitiveness, innovation, and long-term survival.

One reason so many strategies fail is that implementation and follow-up processes are the same as they were in the 1950s, even though digitalization has

revolutionized virtually all other management disciplines. DecideAct's digital infrastructure does for strategy what CRM systems do for sales, and accounting systems for finances. With DecideAct's cloud platform, companies can be truly agile in their strategic management, where the entire organization is motivated and involved in transforming strategic decisions into action.

"Every minute, \$3 million is wasted on failed strategies."



CORE PRODUCT POTENTIAL IS JUST THE TIP OF THE ICEBERG

In addition to DecideAct's core solution, there are four areas of significant revenue opportunity:

Artificial Intelligence (AI)

Integrating an organization's strategy data with its overall data ecosystem provides a rich source of information for AI to ensure a higher success rate and more agile strategic management.

Benchmarking data and knowledge

Anonymous strategy execution data (such as important KPIs, budget conditions, implementation speed) provide the opportunity to sell benchmarking products and strategy data as a service. This will also promote DecideAct's position on the SEM knowledge domain.

Counseling and coaching

Add-on subscription services include video access to DecideAct experts, tailored interpretation of benchmarking data, and access to virtual SEM events and webinars such as our annual Bold Strategy Summit.

Governance Blockchain

DecideAct offers a fully managed central database that provides a transparent, immutable and cryptographically verifiable transaction log owned by a central trusted authority. This not only ensures data accuracy, but also clear tracking of all actions at all times.

"All business leaders are aware of the problem of failed strategy implementation. They must be made aware of modern infrastructure tools that make their strategy status as measurable as financial reporting."

Flemming Videriksen, Founder, DecideAct



THE ELEVATOR SPEECH

DecideAct is a dedicated provider of solutions that move manual implementation and follow-up of strategy to a cloud-based Strategy Execution Management platform. By re-thinking the way strategy is implemented, DecideAct has created a groundbreaking tool that can help companies and organizations achieve their strategic goals.

“DecideAct’s vision is to modernize strategic leadership through technology.”

THE COMPANY'S NEW VALUE GENERATOR

The DecideAct solution makes strategy implementation as tangible, transparent and quantifiable as financial management. It provides accurate data for decision-making and promotes an action-oriented culture with:

TOP-DOWN GOVERNANCE BOTTOM-UP ENGAGEMENT

DecideAct's groundbreaking cloud solution creates value for businesses by

- **Strategic governance:** Monitoring strategy progress—what has been done, and what has not? Which resources have been allocated and how much has been spent?
- **Alignment and involvement:** Follow-up and nudging, creating an action-oriented culture (this can be further encouraged by a reward program).
- **Focus and direction:** Leading the strategy straight to the goal by supporting agility in decision-making and providing valid data in real time.
- **CSR monitoring:** Promoting Corporate Social Responsibility Policy alignment with the UN's sustainability goals.

Created for a new reality

In today's society, companies work together at a distance due to travel limitations, employees working from home, and teams spread out geographically. The DecideAct organization has collaborated in this way from the very beginning, so our knowledge of logistics in this regard is a valuable resource to our clients.



TESTIMONIAL:

“DecideAct’s cloud solution provides a strong framework for high-performing teams and a solid foundation for developing a dynamic, self-driving, and action-oriented culture in companies.”

Jacob Tackmann Thomsen,
CEO, INPAY

INPAY

EXCELLENT GROWTH

For the past two years, we have conducted test marketing in Iceland. With a relatively modest effort, this has not only yielded excellent results, but also revealed further growth potential in the Nordic markets. DecideAct has experienced exponential growth since 2019, and we expect to more than double our annual growth in coming years.

Key Figures	2020	2021	2022	2023
Annualized MRR Dec. (ARR EOY) - mio. DKK	5,4	9,5	22,7	56,9
ARR Growth Multiple	2,6	1,8	2,4	2,5
Total Estimated Nominal Lifetime Value of contracts EOY, mio. DKK	37,2	73,7	187,8	484,2

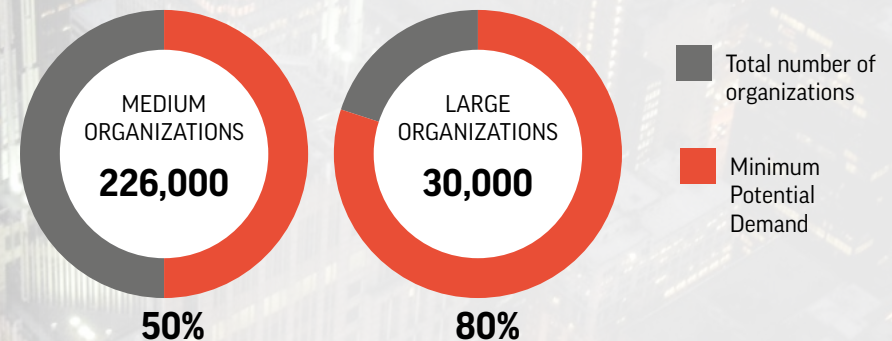
MARKET POTENTIAL

Expected number of licenses in Denmark, Sweden, Norway and Finland by the end of 2022 based on the Icelandic test market with 6% of all companies in the target group after the test period.

Total sales potential in the next three years is therefore more than 250 new customers, with the number of licenses in proportion to company size. This does not include market opportunities outside the introductory markets.

The DecideAct solution is marketed to the top executives of medium to large private and public organizations, as well as NGOs worldwide. According to surveys, 80% of all top executives see the need for an enterprise solution for strategy implementation.

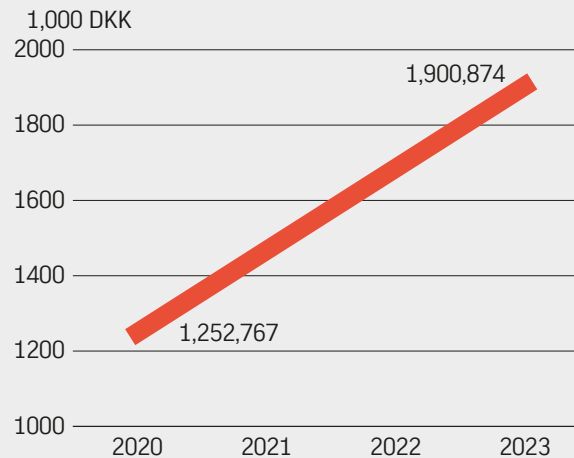
Estimated Market Size North Western Europe



VALUE OF CONTRACTS

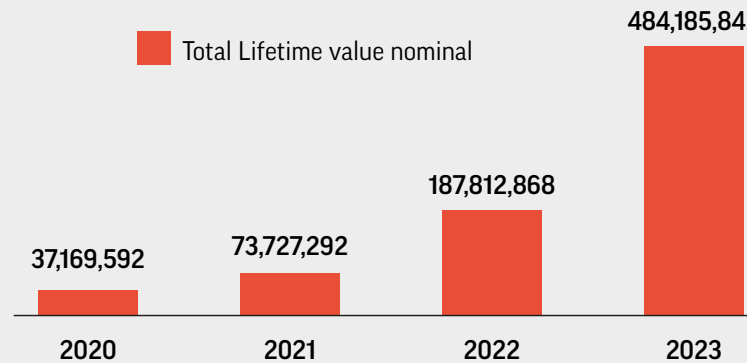
DecideAct has already made contract agreements with customers worth more than 37mio. DKK. Each contract is conservatively estimated at an average lifetime value of DKK 1,252,767. Based on our experience in the Iceland test market, the expected lifetime value of contracts for the next three years can be estimated:

Average nominal lifetime value per customer (CLV), DKK



DecideAct expects a customer lifetime of 9.7 years and estimates the average nominal lifetime value per customer will increase from DKK 1,252,767 to 1,900,874 - almost 52%.

Nominal lifetime value of all contracts in DKK



The chart shows the expected total nominal lifetime value of future license revenues from all customers.

TESTIMONIAL:

“We have used DecideAct to build a project-based culture that has been absolutely central to the turnaround we have been through. We are very proud of what we have done.”

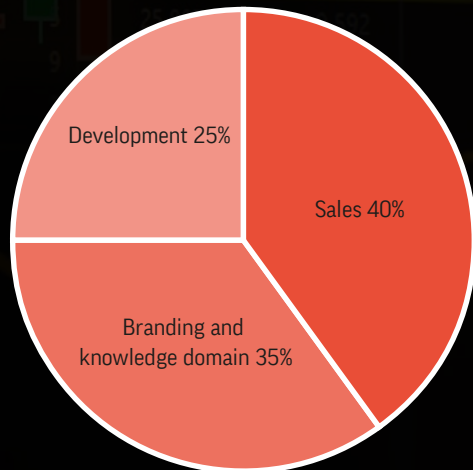
Guðrún Erla Jónsdóttir,
CSO, Reykjavik Energy



HOW THE PROVIDED CAPITAL WILL BE USED

DecideAct is already a sound business with good organic growth. Even with our current resources, earnings will likely increase considerably in the coming years. However, due to increasing competition, scaling must take place faster than organic growth allows. Additional capital will be allocated directly to an ambitious, but also realistic, growth strategy in which the main focus areas are:

- Building a sales force with strong strategic capabilities for rapid scaling
- Lead generation and ownership of the SEM knowledge domain
- Further development of the technical platform (including AI)



TESTIMONIAL:

“DecideAct’s software has enabled a disciplined and coherent approach to defining our strategic direction and is now incorporated into all strategic operations.”

Grímur Sæmundsen, **BLUE LAGOON**
CEO, Blue Lagoon ICELAND

MEET A TEAM ABLE TO DELIVER

DecideAct is staffed by an international team with extensive experience in strategy development and implementation, system development and UX, marketing, operations, sales, and communication. In addition, the team has experience in developing and leading teams across countries and cultures, and the tech team has successfully built several IT products and companies. The board chair is Peter Søndergaard, former global SVP for Gartner Research. All team members have invested in DecideAct—and of course use DecideAct to monitor and follow up on their strategic initiatives on a daily basis.

Born global

DecideAct's international team has always worked together from a distance: team members are physically lo-

BJARNI S. JONSSON
CSO & Founder
Base: Reykjavik



PETER SØNDERGAARD
Chairman of the Board
Base: USA/Denmark



PARISA LOUIE
CMO & Partner
Base: Toronto



DAN HJORTH
CDO & Partner
Base: London



LASSE LAURSEN
CTO & Partner
Base: Malaga



FLEMMING VIDERIKSEN
CEO & Founder
Base: Bornholm/Copenhagen



BJARNE KASTBERG
CLO & Co-Founder
Base: Copenhagen



BO FEIERSKOV
PR
Base: Copenhagen



JAN SANDER
CCO
Base: Copenhagen



OVE ANDERSEN
CFO
Base: Copenhagen



LILJA RUT GRAETZ
COO & Partner
Base: Berlin



THE FUTURE OF STRATEGY IMPLEMENTATION IS DIGITAL

DecideAct is run by a competent and professional board. At the end of the table is Peter Søndergaard, former Executive Vice President of Gartner, the world's leading advisor in the field of strategic procurement of IT and software. Here he writes about the potential he sees in DecideAct:

"There are things that companies need to do all the time. One of them is to develop strategies and implement and execute them. DecideAct offers a software solution that, for the first time, is capable of automating this very process. Therefore, I see a huge development potential and the start of a global IT trend within Strategy Execution Management (SEM).

All large companies will need to power the strategy in the future. Especially in turbulent times, successful strategy execution and governance is absolutely vital, and DecideAct's solution supports a adaptable and smooth process by supporting all stages and all employees in the execution of the strategy. Therefore, we will see unicorn companies emerge in the global market for SEM, as we know it from CRM with Salesforce and HR with SuccessFactors as dominant players. DecideAct's solution has everything it takes to become a market leader in its category."

GARTNER MARKET GUIDE SUMMARY FOR STRATEGY EXECUTION MANAGEMENT SOFTWARE (PUBLISHED: 15 NOVEMBER 2018)

"Executing strategy in the digital age requires tools connecting the shared objectives of business strategists and those executing the change and measuring true business value. Program and portfolio management leaders directing transformation should invest in strategy execution management to succeed."

Gartner





Bjarni S. Jonsson



Flemming Videriksen

THE DECIDEACT FOUNDERS HAVE THE FLOOR

Dear investor:

The biggest successes have this common denominator: they started before everyone else, even before their category was a category. They have been ready with a fully finished and tested product by prime-time. A bit like a surfer running into the water long before the wave comes. We are ready to surf the wave that has been on the way for a long time - and that seems set to grow big over the coming years.

In the more than 25 years we have worked with strategic development and implementation internationally, we have seen many promising strategies run into the sand during implementation. Virtually all business leaders can recognize the problem and remember employees with a resigned look in their eyes when a new strategy was presented. Failed strategies

cost companies billions in lost development and competitiveness.

Should one then completely give up thinking strategically? No, on the contrary! In fact, getting business strategies in place and keeping them on track has never been more crucial. The turbulence that has become the new normal holds both the potential for corporate downfall and a rise to a new level of success. The strategy and the agility of its execution is what determines the outcome. But only by modernizing strategy management using technology we can take the leap into that space of opportunity.

With DecideAct, we move old-school, manual strategy implementation and follow-up to a cloud-based Strategy Execution Management platform, delivered as a SaaS solution. By rethinking the way

strategy is implemented, we have created a groundbreaking tool that can help organizations with effective and agile strategic governance. Together with the most talented developers and UX people, we have spent ten years designing the optimal digital infrastructure that can help management by supporting all the complex processes and resources associated with Strategy Execution Management of today.

The product is now fully developed with a state-of-the-art interface for large-scale commercialization. In our test market in Iceland, we have already identified the need for strategic management. With the proceeds from the offering, our next step is to establish DecideAct as the preferred SEM product in Northwestern Europe, with a special focus on the Nordic region, the UK, Germany and France, as well

as expanding its foothold in Canada. The long-term goal is to expand to the rest of Europe (where we estimate that 200,000 companies need the solution) as well as the US, EMEA and Asia.

DecideAct's vision is to modernize strategic leadership through technology. We aim to become the preferred brand in strategy management solutions worldwide. And we look forward to having you, dear investor, with us on the journey. Our promise to you is that we will manage your trust with the same care, energy and seriousness that we have shown since we decided to become number one in our field.

Best regards

Flemming Videriksen and Bjarni Jonsson

IMPORTANT MILESTONES:



- PROTOTYPE DESCRIBED AND DEVELOPED



- FIRST USEFUL BETA VERSION BUILT



- STRONG DEVELOPMENT CAPACITY ESTABLISHED



- FIRST MARKETING EFFORT



- TEAM, PARTNERS AND PRODUCT CONSOLIDATION



- GROWTH IN CURRENT AND NEW MARKETS
- LAUNCH OF MOBILE APP
- PREPARATION FOR SCALING



- BENCHMARKING DATA AS A SERVICE.
- LAUNCH OF BLOCKCHAIN
- CUSTOMERS IN FOUR COUNTRIES



- NEW SERVICES AND ADD-ONS SUCH AS VIDEO ADVICE VIA SUBSCRIPTION
- CUSTOMERS IN SIX COUNTRIES



- NEW AI OPPORTUNITIES SUCH AS AUTOMATION AND FORECASTS
- CUSTOMERS IN 10 COUNTRIES INCLUDING USA

2015

2016

2017

2018

2019

2020

2021

2022

2023 -





FROM STATUS QUO TO TECHNICAL BREAKTHROUGH

DecideAct began as a consulting house specializing in strategic development and implementation for large, international organizations. Through this work, we identified a problem that came up again and again: strategic decisions stranded in implementation. It made us look for a digital tool that could systematize and streamline that part of the process, but we found none that were good enough.

That's why we started developing one ourselves, so that we could at least help our own customers. We spent more than five years mapping out the optimal infrastructure for successful strategy implementation. Today, our thoroughly tested product gives management and boards instant status overviews via a user-friendly dashboard. The product is so robust that it is gaining the attention of potential implementation partners all over the world.

DIFFICULT TO IMPLEMENT WITHOUT DIGITAL TOOLS

World Champion in Project Management, Professor Antonio Nieto-Rodriguez is one of many leading experts who have seen the potential of digital strategy implementation. He states:

“It is difficult to manage and implement a successful strategy implementation at all without a digital platform. Furthermore, there are virtually no tools available for this very purpose. But there are a few very interesting ones on the way, and in my opinion DecideAct is a leader in that field.”

HOW DECIDEACT'S CLOUD SOLUTION WORKS

DecideAct's groundbreaking digital management tool handles all the complexity of the company's strategy. A crucial element is automatic follow-up on all assigned tasks; via polite "nudges," it ensures they are carried out. Via the dashboard, management always has a full overview of key figures and current status. And with the DecideAct mobile app, anyone responsible for performing strategic tasks can have the strategy in their pocket and vital information at their fingertips.

DecideAct can be used on a computer, tablet, or mobile device wherever there is an internet connection. Behind the intuitive user interface is an advanced technical module geared to integrate the SEM platform with the company's existing digital infrastructure, no matter how complex. The system can be scaled up to an unlimited number of users.

Easy to get started

DecideAct's team of experts helps new customers get started by tailoring the system for their specific needs. From the very beginning, the client is set up to succeed in their strategic plans. Our internal and external experts can also be brought into play at any time thereafter to ensure continued success.



UNIQUE FEATURES AND BENEFITS:

- SaaS solution with simple and clear user interface
- Gives management the same overview of the strategy that it has over the financial accounts
- Cloud-based and available anywhere, anytime
- Helps management follow up on strategic decisions
- Intuitive and easy to use, it requires no technical prerequisites or teaching
- Ensures that strategic initiatives are carried out according to plan and on time
- Easy involvement and alignment of employees

LONG-TERM GROWTH AND PROFIT VIA BRAND BUILDING

DecideAct's goal is to become the trusted brand in the SEM category for large organizations. Just as people think of Salesforce when mentioning Customer Relations Management, they will associate DecideAct with Strategy Execution Management. Therefore, a tactical distinction is made between short-term positioning (boosting sales) and brand building (long-term growth and profits). The DecideAct brand will use a 60/40 approach, where 60% of the marketing budget is invested in brand building, and 40% on activating sales. Brand development will be accomplished by:

- Sustained online presence in target markets
- On- and offline branding campaigns
- Online and physical sales campaigns
- Constant increase in and sharing of knowledge
- Hosting seminars, webinars and online roundtable discussions on strategy
- Collaborating with leading experts for research, events and publications
- An ever-expanding network to help spread the word

GO-TO-MARKET-STRATEGY

DecideAct's branding initiative, Bold Strategy, focuses on rethinking strategy implementation. The Bold Strategy Summit is an international conference with exclusive roundtables for top executives. The Bold Strategy Magazine, SEM guidebooks, and a number of publications in collaboration with international thought leaders in the

field are also offered. The aim is to generate leads, build the brand, and obtain comprehensive domain knowledge.

As a SaaS solution, clients access the program via website; it is not a plug & play product right off the shelf. Therefore, assessing the client's existing technological infrastructure will always be part of the

sales process. This can either be done by DecideAct's own consultants or by external consulting houses.

A Proof of Concept module is also offered, where potential customers can assess DecideAct's benefits in relation to their specific needs before deciding on a purchase. Ownership of the solution is placed

with management, typically the company's CSO, CFO, or CEO. Organizations without a formal strategic administrative function can outsource administration to DecideAct; we offer several packages to meet the needs of different types of organizations.

TERMS

SUMMARY OF TERMS

Offering price	DKK 8,15
Pre-money valuation	DKK 42 million
Application period	November 26 -December 9, 2020
Marketplace	Nasdaq First North Growth Market Denmark
Settlement date	December 15, 2020
First day of trading	December 16, 2020
Size of the offering	DKK 18,50 million
Presubscribers	DKK 6,6 million (36%)
Ticker	ACT
Temporary ISIN	DK0061414554
Permanent ISIN	DK0061414471

SUBMISSION OF APPLICATION TO SUBSCRIBE

Applications to subscribe for Offer Shares in the Offering should be made by submitting the application form on the next page in this Company Description to the investor's own account-holding bank in complete and executed form in due time to allow the investor's own account holding bank to process and forward the application to ensure that it is in the possession of Arbejdernes Landsbank no later than 23:59 Central European Time on 9 December 2020. Applications should be made for the number of Offer Shares or for an aggregate amount rounded to the nearest Danish Kroner amount. Subscription shall be made for a minimum of 600 Offer Shares, corresponding to a minimum value of DKK 4 890.

Persons who are account customers at Nordnet AB may apply for the acquisition of shares through Nordnet's Online Service. Application with Nordnet can be made until 9 December 2020 at 23:59 CET.

BENEFICIAL OWNERS BEFORE THE IPO

Major shareholders	Lock up (months/%)	Owner percent
FSV 1900 Holding IVS (1)	12mths/90%	25,04%
BKK Holding DK IVS (2)	12mths/90%	25,04%
BJARNE K HOLDING Aps (3)	12mths/90%	5,56%
LiljaGratz (4)	12mths/90%	1,21%
Lasse Laursen	12mths/90%	1,21%
Dan Hjorth	12mths/90%	1,21%
Parisa Louie	12mths/90%	1,21%
Vaenting ehf.	12mths/90%	15,12%
Others	N/A	24,39%
Total		100,00%

(1) Company owned by Flemming Videriksen, Founder and Chief Executive Officer

(2) A company owned by BjörgKristin Kristjansdottir the wife of Bjarni S Jónsson, Founder and Chief Strategy Officer

(3) A company owned by Bjarne Kaastberg, Founder

(4) Chief Operating Officer of the Company

PRE-SUBSCRIBERS

Investor name	# of shares	Subscription amount (DKK)*
Prospect Holding Aps	107,000	872,050
FSV 1900 Holding IVS (1)	61,349	499,994
BKK Holding DK IVS (2)	61,349	499,994
Peter Gustafson	46,624	379,985
Peter Sondergaard (3)	30,674	249,993
Claus Dalsgaard	30,674	249,993
Claus Lillelund	30,674	249,993
Allan Sønderkov Darre	24,539	199,993
Christian Månsson	24,539	199,993
Mikael Blihaven	24,539	199,993
Søren Melsing	24,539	199,993
John Moll	19,631	159,993
Peter Nilsson	19,631	159,993
Stefan Lundgren	19,631	159,993
Jimmie Landermann	18,404	149,993
Kent Ternrud	18,404	149,993
Kjell Nilsson	18,404	149,993
Marcus Kinnander	18,404	149,993
Nikolaj Frisch	18,404	149,993
Tobias Schön	18,404	149,993
Ahmet Miree	15,337	124,995
Gerhard Dal	15,337	124,995
Jens Olsson	12,269	99,992
Karl-Johan Kjellander	12,269	99,992
Karl-Johan Kjellander, Early Warning	12,269	99,992
Ove Andersen	12,269	99,992
Klaus Lund	12,269	99,992
19 others (4)	82,610	673,271
Total	810,446	6,605,135

* amounts are rounded to the nearest whole number

All pre-subscribers above are independent of the Company except for:

(1) A company owned by Flemming Videriksen, Founder and Chief Executive Officer

(2) A company owned by Björg Kristin Kristjansdottir the wife of Bjarni S Jónsson, Founder and Chief Strategy Officer

(3) Chairman of the Board of Directors

(4) Included in Others are two subscriptions made by family members of Flemming Videriksen totalling 2,600 shares (DKK 21,190)

SUBSCRIPTION FORM DECIDEACT A/S

The undersigned hereby applies for subscription in DecideAct A/S as follows:

Subscription period: 26 November to 9 December 2020

Subscription price: DKK 8,15/share

Payment: Expected on 11 December 2020

Permanent ISIN: DK0061414471

Temporary ISIN: DK0061414554

NOTE: This form must be submitted to your own account holding bank in complete and executed form in due time to allow your account holding bank to process and forward the application to ensure that it is in the possession of Arbejdernes Landsbank no later than 4:00pm (CET) on 9 December 2020.

Number of Offer Shares (minimum 600)	OR	Order amount in DKK (must be equal to a whole number of shares and minimum DKK 4,890)
--------------------------------------	-----------	---

Fill out where the allotted and paid for shares are to be delivered:

VP custody account number [VP-kontonummer]	Bank
Settlement account number [depot-kontonummer]	Bank

Subscriber information:

Last name/Company		First Name	CPR no./CVR.no
Street address (or equivalent)			Telephone/mobile phone
Postal code	City	Country	E-mail
Place and date		Signature (authorized company signature, if applicable)	

Note that you should contact your bank and follow their instructions if: a) you have an account with specific rules for securities transactions, such as an investment savings account or pension account and/or b) if you do not already have a VP custody account.

Settlement of the Offering will be effected by way of registration of New Shares representing the allocated number of Offer Shares on your custody account with VP against payment in DKK, which will take place on the settlement date. All dealings in the New shares and/or the Offer Shares prior to settlement of the Offering will be for the account of, and at the sole risk of the parties involved.

By signing this subscription form, I confirm the following:

That I have read and understood a) the risks associated with investing in DecideAct (see section 4, "Risk" in the Company Description, b) the information stated in section 13 "Details of the offering/Admission to trading" and c) the information in this subscription form.

That I understand and am aware, that a) the offer is not addressed to persons resident in the USA, Australia, Japan, Canada, South Korea, Hong Kong, Switzerland, Singapore or other countries where participating requires other measures than those required by Danish Law, b) the application is not covered by the right of return that follows from the Danish Consumer Contracts Act, c) no amendments or additions may be made to the printed text in this subscription form, d) the allocation of shares in accordance with the subscription cannot be guaranteed, e) an incomplete or incorrect subscription form may be disregarded, f) the subscription is binding, g) Arbejdernes Landsbank and Gemstone Capital is allowed to receive this form containing my information and signature and h) Arbejdernes Landsbank is allowed to forward the form to my custody bank.

DECIDE **ACT** - MAKE STRATEGY WALK THE TALK™