

“Remember to celebrate milestones as you prepare for the road ahead”. (Nelson Mandela)

Baar, 30 June 2021

Dear Shareholder/s!

It has been almost three weeks since I wrote my first shareholder letter. Three weeks in which we achieved further important milestones for New Value AG. This is reason enough for me to summarize our recent activities and express a few personal thoughts.

Successful extraordinary general meeting

I am extremely excited about the results we achieved in our extraordinary general meeting held on 18 June 2021. That a large majority of our shareholders approved our motions not only reflects the trust and confidence in what we are doing, but it also paves the way for New Value AG to implement the transactions with EyeEm Group GmbH and TLNT Holdings SA.

These milestones also reflect our aim of further developing our company to increase its value.

As announced on our [website](#), I hereby briefly summarize:

I The successful completion of two ordinary capital increases:

1. An **ordinary capital increase** through contributions in kind of series A preferred shares and series B preferred shares of TLNT Holdings SA, Luxembourg, against the issue of fully paid-up registered shares of the company.
2. An **ordinary capital increase** through contributions in kind of shares of EyeEm Group GmbH, Germany, against the issue of fully paid-up registered shares of the company and a cash payment. Details of the completion are available [here](#)

II The extraordinary general shareholder meeting approved as well:

3. The **creation of an authorized share capital** in the maximum amount of CHF 17,000,000.
4. The **creation of a conditional share capital for the purpose of employee participation** in the maximum amount of CHF 8,000,000.
5. The **election of Michael Wachsler to the Board of Directors**.

You will find all the details about topics 3-5 [here](#).

Employee commitment and company success

I would like to use this opportunity to share a few thoughts about the purpose of employee participation. I personally believe that New Value AG wins when employees can participate in the success of the company through owning shares. It strengthens our employees' identification with and loyalty to the company, it increases the attractiveness of New Value AG as an employer and it increases the employees' commitment, motivation, and performance, which is relevant for the company's success. This, too, is only possible thanks to your approval to the creation of the new conditional capital.

Welcoming Michael Wachsler to the Board of Directors

I am thrilled – not only on a personal but also on a professional level – that Michael has joined the Board of Directors of New Value AG. With more than 25 years of international experience in international corporate finance, controlling and tax accounting, Michael will bring substantial added value to the company.

Looking back on the past few weeks, we have achieved a lot. I would like to thank you, the Board of Directors and especially our employees, for the strong support you have given us. You made these milestones happen. Now the summer holiday season is ahead of us. I wish you and your families a relaxing holiday season and look forward to seeing you again at our annual general meeting on 19 August 2021.

Best regards,
Roman Scharf
Chairman of the Board of Directors