

Report by the board of directors on the evaluation of remuneration for the executive management

The board of directors has not established a specific remuneration committee. Instead, the remuneration committees' obligations, according to the Swedish Corporate Governance Code, are fulfilled by the board of directors, without the CEO's participation. This means, *inter alia*, that the board of directors shall monitor and evaluate programs for variable remuneration, both ongoing and those that have ended during the year, for members of the executive management, guidelines for remuneration for members of executive management, and remuneration structures and remuneration levels applied in the company.

In accordance with Section 10.3 and 9.1 of the Swedish Corporate Governance Code, the board of directors hereby gives the following statement of the results of the board of directors' evaluation.

The board of directors has monitored and evaluated the remuneration and programs for variable remuneration for the executive management in MAG Interactive AB (publ). The evaluation has shown that the current remuneration to the company's executive management, including variable salaries and share-based incentive programs, are balanced, based on the objective to ensure that MAG Interactive AB (publ) can attract and retain competent executives. The variable elements create a clear connection between the individual's remuneration, the group's financial and non-financial results, and the value created for the shareholders. In its evaluation of the company's remuneration, the board of directors found that current remuneration structures are in accordance with the overall principles which, under the Swedish Corporate Governance Code, must apply to the remuneration arrangements for members of the executive management.

The assessment of the board of directors is that the application of the guidelines for remuneration of the executive management has been correct. The board of directors also ascertains that the remuneration structures and remuneration levels of the company are entirely appropriate and are consistent with those on the market.

Stockholm, December 2019
MAG Interactive AB (publ)
The board of directors