

30 December 2025

To the Independent Committee of the Board of Directors of:

ADDvise Group AB (publ) ("**ADDvise**" or the "**Company**")  
Grev Turegatan 30, 2 tr  
SE-114 38 Stockholm  
Sweden

## **FAIRNESS OPINION**

### **To the Independent Committee of the Board of Directors of ADDvise**

Pareto Securities AB ("**Pareto**") has been requested by the Independent Committee of the Board of Directors of ADDvise (the "**Committee**") to give a statement (the "**Opinion**") regarding the valuation of the Company's shares in connection with the public takeover offer by Amplex AB ("**Amplex**") announced on 10 December 2025 (the "**Transaction**"). In the Transaction, Amplex offered SEK 1.65 in cash for each class A and class B share and SEK 0.49 in cash for each warrant of series TO1A and series TO1B. On 19 December 2025, Amplex announced an increase of the price in the Offer to SEK 1.72 in cash for each class A and class B share and SEK 0.52 in cash for each warrant of series TO1A and series TO1B, corresponding to a total equity value of approximately SEK 1,094 million (the "**Transaction Valuation**").

Pareto has prepared this Opinion on the basis of publicly available information and information from the Company, including inter alia management estimates. Pareto has based its statement on the presumption that this material is accurate and correct. Pareto has not undertaken any independent examination in this respect and does not represent or warrant its accuracy. The evaluation of the Transaction Valuation has been made on objective criteria to the extent possible, based on generally accepted and recognized valuation methods that have been deemed necessary and applicable. Pareto's valuation is essentially based on commercial, economic and other conditions available that can be validated on this date.

Pareto is, based on the evaluation described above, of the opinion that the Transaction Valuation does not reflect the current underlying value in the Company and thereof an unfair valuation of ADDvise.

Pareto will receive a fixed fee for delivering this Opinion. The fee is independent of the conclusion of the Opinion. As of the date of this Opinion, Pareto does not have any ongoing assignments for the Company or the Committee, except for being the financial adviser in connection with the Opinion. However, as an investment bank in the Nordic region, Pareto may in the future have assignments for ADDvise or any of its major shareholders, however none that are, in the opinion of Pareto, influencing the assessments made in this Opinion. The Opinion is dated 30 December 2025 and the valuation date is 29 December 2025. Events or information occurring after that date have not been subject to consideration herein.

Evaluations of this nature will always contain an element of uncertainty, and although reasonable care and efforts have been exerted, Pareto does not accept any legal or financial liability related to the Opinion or for any consequences resulting from acting to or relying on statements made in the Opinion.

This Opinion does not represent a recommendation to the Committee, ADDvise or its shareholders to accept or reject the proposed Transaction. Pareto recommends the Committee to evaluate the proposal in accordance with own judgment and preferences.

Kind regards,

Pareto Securities AB