

## INVITATION TO SUBSCRIBE - WARRANTS OF SERIES T01 IN KOLLECT ON DEMAND

### CEO Statement

Dear warrant holder,

In August 2020, Kollect carried out a directed issue of 900,000 shares and a SEK 3 million debt raise. The primary use of these proceeds was to fund an acquisition of a BIGbin competitor, which nearly doubled the number of BIGbin drop-off waste sites which the company operates. At the same time, warrants of series T01 were issued to each new shareholder and debt issuer in this round on a basis of 1 warrant for every 1 share and equivalent ratio for the loan provider. Existing shareholders received one T01 warrant at a ratio of 1 new warrant for every 2 shares held. For individual investors who are Irish tax residents, we expect there will be some amount of EII tax relief available upon subscription, though the amount of relief is still to be determined because of the discount to the VWAP. In total 3,692,805 T01 warrants were issued.

The Directed Issue, and corresponding acquisition, was just 8 months after our IPO. I am immensely proud of the progress that we have made and the growth that we have achieved since our listing, just over 18 months ago, all whilst navigating the challenges that the Coronavirus pandemic presented. Some of our highlights include:

- Overall revenue continues to grow at high rates - same currency sales were 50% higher in June 2021 than June 2020;
- Successful execution of strategy concentrated on recurring revenue, which was 70% higher in June 2021 than recurring revenues in June 2020;
- Maintained a strong gross margin whilst lowering costs as a percentage of sales from 54% in June 2020 to 44% in June 2021;
- Significant growth in the BIGbin business where revenues were 53% higher in June 2021 than in June 2020; and
- As part of our ESG strategy, we have offset the CO2 emission from more than 800,000 Kms - making all of our collections carbon neutral.

These figures highlight the online opportunity for our business and the resilience of the waste industry globally. The Coronavirus pandemic has acted as a catalyst and people and businesses are increasingly becoming used to shopping and making orders online. We are at the forefront of bringing a traditionally offline industry online and focused around the customer and I think we are well positioned to deliver on this growth in the waste industry.

In the next three years we want to be the clear leader in waste removal in all our markets. We are already the clear market leader in waste drop-off in Ireland and we want to build on that position of strength.

Our 2022-24 strategy is built around 4 main pillars, which will allow us to execute on our mission, whilst keeping the customer at the core of our business. These are:

- Growth:** organic growth through geographic expansion and the introduction of new products, supported by an M&A strategy;
- Online:** driving business online and self-service for all customers and suppliers;
- Technology:** making sure technology is at the source of each process and customer relationship; and
- Efficiency:** constantly improving cost effectiveness across the business.

It's important for me too, that we execute this strategy whilst continuing to provide excellent customer service, which is something I am always proud of. Customer service is not a department, it's the backbone of our business. Our relentless focus on the customer and the customer experience is seen with our average customer rating online, which is 4.75/5 from more than 1,000 reviews.

In my first letter to shareholders, I talked about our mission "to create simple ways to have all waste collected in a sustainable way and to always exceed our customers' expectations" and how operating with a genuine mission is essential to establishing an enduring brand and successful business.

Over the last year, we've progressed our two-part vision, but the opportunity that exists for Kollect and our waste drop-off business, BIGbin, is immense. Everyone generates waste and - yet - the reality is that while all other industry sectors are being disrupted by technology the waste industry remains relatively offline.

The investments that we have made, and will continue to make, in our technology continue to pay dividends as we grow our customer base and our offering to customers.

I would like to encourage all warrant holders to exercise their rights. For those who are existing shareholders, I'm excited to continue our journey together and for those who will be new shareholders, welcome aboard!

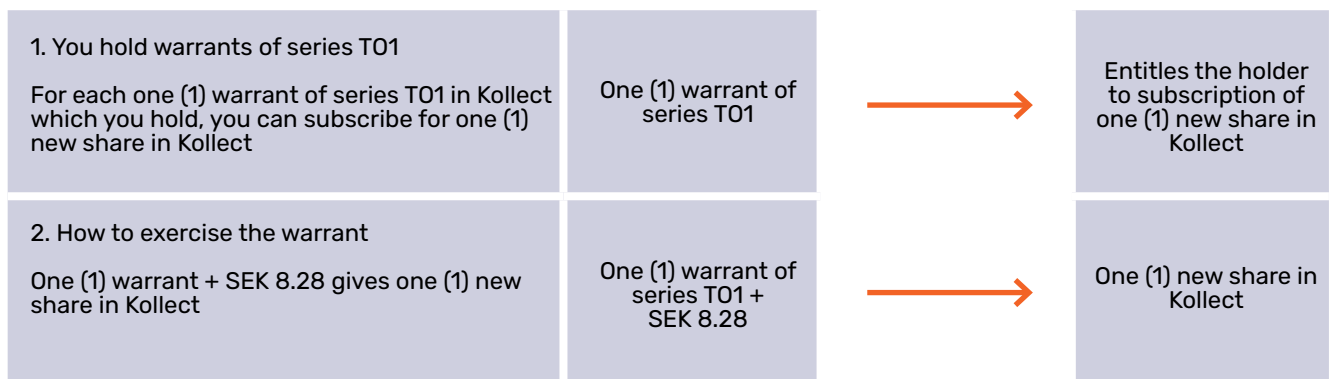
John O'Connor  
CEO  
Kollect on Demand



## Terms and conditions

TERMS	For each one (1) warrant of series T01, the holder can subscribe for one (1) new share in Kollekt
SUBSCRIPTION PRICE	SEK 8.28 per share
SUBSCRIPTION PERIOD	August 9, 2021, up until August 20, 2021
LAST DAY OF TRADING	August 18, 2021
PAYMENT	Through simultaneous payment in cash

## Subscribing with warrants



**Do you have your warrants with a nominee or are you a directly-registered warrant holder?**

### Nominee-registered warrant holder

Subscription for nominee-registered warrant holders is carried out in accordance with instructions from the respective nominee. Note that the nominees need your notification of the use of T01 in time before the end of the subscription period.

Payment according to instructions from nominee

### You have a VP-account (i.e. directly registered)

The warrant holders who have T01 in a VP-account subscribe directly via the registration form to Mangold ([www.mangold.se/aktuella-emissionser](http://www.mangold.se/aktuella-emissionser)). Registration is sent via e-mail to [emissioner@mangold.se](mailto:emissioner@mangold.se) or by mail according to instructions on the registration form.

The subscription proceeds must be available for Mangold at latest August 20, 2021

If you are uncertain about whether your warrants are directly-registered or nominee-registered, contact the institution where you have your holdings.

**PLEASE NOTE THAT WARRANTS EXPIRE AND ARE WORTHLESS IF THEY ARE NOT SOLD BY AUGUST 18, 2021, OR SUBSCRIBED FOR BY AUGUST 20, 2021. FOR YOUR WARRANTS NOT TO EXPIRE, YOU ARE REQUIRED TO ACTIVELY EXERCISE YOUR WARRANTS, ALTERNATIVELY WARRANTS CAN BE SOLD IN THE MARKET BEFORE AUGUST 18, 2021, AS MENTIONED ABOVE.**

