



NOTICE OF ANNUAL GENERAL MEETING IN JAYS AB (PUBL)

Shareholders of Jays AB (publ) are hereby invited to attend the Annual General Meeting to be held on Wednesday October 22, 2014 at 04:00 p.m. at Skarp Stockholm Advokatbyrå's office, Birger Jarlsgatan 6B, 8 tr, 103 92 Stockholm.

PARTICIPATION

Shareholders who wish to attend the Annual General Meeting must be in the Euroclear share register no later than Thursday October 16, 2014, as well as notifying the Company in writing no later than Thursday October 16, 2014. Notice of attendance to the Annual General Meeting must be submitted in writing to JAYS AB (publ), Lisa Forsberg, Åsögatan 121, 116 24 STOCKHOLM, phone +468 12 20 19 00, or e-mail lisa.forsberg@jays.se. The notice of attendance shall state name, address, personal identity number (corporate identity number), telephone number, shareholding and if applicable the name of advisor, proxy or representative.

Shareholders represented by proxy shall issue a written and dated power of attorney. The power of attorney should be sent to the Company in due time prior to the Annual General Meeting to the address above. Representatives of a legal entity shall submit a certified copy of the certificate of registration of such legal entity.

Shareholders with nominee registered shares must, in order to be entitled to attend the Annual General Meeting, request a temporary admission in the share register maintained by Euroclear Sweden AB. Such temporary admission must be registered by Euroclear Sweden AB no later than Thursday October 16, 2014, which means that shareholders in advance of this date must inform their nominee.

PROPOSAL FOR AGENDA

1. Opening of the Meeting.
2. Election of Chairman of the Meeting.
3. Preparation and approval of voting list.
4. Election of one or two persons to approve the minutes.
5. Determination of whether the Annual General Meeting has been properly convened.
6. Approval of the Proposal for Agenda.
7. CEO's presentation.
8. Presentation of the Annual Report and the Auditor's Report as well as resolution on
 - a. the adoption of the State of Income and the Balance Sheet.
 - b. the appropriation of the loss according to the adopted Balance Sheet.
 - c. the discharge from liability of the Board of Directors and the CEO.
9. Determination of fees to the Board of Directors and the Auditor.
10. Election of the Board of Directors.
11. The Board of Directors' proposal to authorize the Board of Directors to issue shares, convertible debt or warrants.
12. Special authorization for the Board of Directors.
13. Closing of the meeting.

The following proposals for resolutions are numbered according to the Proposal for Agenda.

Appropriation of Company result (Item 8)

The Board of Directors proposes no dividend for the financial year 2013/2014.

Determination of fees to the Board of Directors and the Auditor (Item 9)

The Board of Directors propose that the annual fees to the Directors shall be SEK 60 000 and to the Chairman of the Board SEK 80 000. Members who receive a salary from the Company shall not be entitled to any remuneration.

The Auditor shall be remunerated according to approved invoices.

Election of the Directors of the Board (Item 10)

Proposal of election of Directors of the Board will be presented at the annual general meeting.

Proposal to authorize the Board of Directors to issue emission of shares, convertible bonds or warrants (Item 11)

The Annual General Meeting is proposed to resolve that the Company shall authorize the Board of Directors to increase the share capital in the Company's registered share capital limits, until the next Annual General Meeting, on one or more occasions by issuing new shares, convertible debt or warrants, with the right to deviate from former shareholders' precedence. The purpose of the authorization is with regard to the Company through its continued expansion and development may be required to issue shares of capital requirements, and to enable the Board of Directors to finance company acquisitions or the acquisition of rights. The Board of Directors additionally has the authority to decide that payment for shares, convertible debt or warrants also may be made in cash-payment, capital contribution or set-off.

Special authorization for the Board of Directors (Item 12)

The Board of Directors proposes to be authorized to make minor adjustments to the decisions that may be required in connection with the registration of the proposed decisions according to this Notice at Bolagsverket.

Disclosure of Annual General Meeting

The Board of Directors and the CEO shall, if any shareholder requests and the Board consider that it can be done without material harm to the Company, at the Annual General Meeting provide information about conditions that may affect the assessment of an item on the Agenda, and circumstances that may affect the assessment of the Company's financial situation.

Other

The Board of Directors' complete proposed decisions and the Company's Annual Report and the Audit Report will be available at the Company at the address above in accordance with the Companies Act, and will be sent to those shareholders who notify the Company.

Stockholm September 2014

Board of JAYS AB (publ)

This is a non-official translation of the Swedish original wording and not the complete notice. In case of differences between the English translation and the Swedish original, the Swedish text shall prevail.