

Invitation to attend an Extraordinary General Meeting of Shareholders

NedSense enterprises n.v. ("**NedSense**") invites its shareholders to an Extraordinary General Meeting of Shareholders to be held at Hotel Van Der Valk Vianen, Prins Bernhardstraat 75, 4132 XE in Vianen, The Netherlands, on Thursday 25 February 2016 at 11:00 hours (CET).

Agenda

1. Opening
2. Proposal to approve the sale of the Loft business to Ronglian Investments Limited
3. Proposal to approve amendments to the remuneration policy of the Executive Board
4. Any other business and closure of the meeting

The full agenda with the explanatory notes thereto are available free of charge on the internet at www.nedsense.com and can also be obtained by contacting ABN AMRO Bank N.V. ("**ABN AMRO**"), Corporate Broking HQ 7050, Gustav Mahlerlaan 10, 1082 PP Amsterdam, The Netherlands, by e-mail: corporate.broking@nl.abnamro.com or phone: 020-344 2000.

Record Date

The Board of Directors has determined that for this meeting, the persons who will be considered as entitled to attend the general meeting, are those holders of ordinary shares who (i) on 28 January 2016, after close of trading on Euronext Amsterdam (the "**Record Date**") hold those rights and are registered as such in the administrations of the banks and brokers which are intermediaries according to the Dutch Securities Giro Transaction Act ("*wet giraal effectenverkeer*"); and (ii) are submitted in the way as mentioned below.

A holder of deposit shares or their proxy holders who wishes to attend the meeting must register with ABN AMRO via www.abnamro.com/evoting or register via the intermediary in whose administration their shares are registered at the Record Date by no later than 18 February 2016, 17:30 hours (CET). The intermediary must submit to ABN AMRO no later than 19 February 2016, 11:00 hours (CET), a statement via www.abnamro.com/evoting including the number of deposit shares notified for registration and held by that shareholder at the Record Date. With this statement, intermediaries are furthermore requested to include the full address details of the relevant holder in order to be able to verify the shareholding on the Record Date in an efficient manner. The proof of registration supplied by ABN AMRO will serve as admission ticket to the meeting.

Voting by proxy

Shareholders can grant the right to attend and to vote at the meeting to NedSense via a written or electronic proxy. The proxy can be granted with or without voting instruction. The proxy has to be received by NedSense no later than 19 February 2016, at 11:00 hours (CET). Electronic proxy and voting instructions can be granted via www.abnamro.com/evoting.

Persons entitled to attend the meeting may be asked for identification prior to being admitted by means of a valid identity document, such as a passport or driver's license.

Vianen, The Netherlands, 14 January 2016
The Board of Directors

Tel. +31 (0)6 52000431, e-mail: info@nedsense.com

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