

INVITATION TO THE ANNUAL GENERAL MEETING
(the "Invitation")

The Management Board of
Socialbakers a.s.

with its seat at Plzeň - Severní Předměstí, Pod Všemi svatými 427/17, Postal Code 301 00, ID: 290 98 271, registered in the Commercial Register kept by Regional Court in Plzeň, Section B, Insert 1627 (the "Company") convenes

General Meeting of Socialbakers a.s.

Date and the beginning of the General Meeting:

20 June 2017, 10:00 AM

Venue:

In the office of PIERSTONE s.r.o., law firm, at Na Příkopě 392/9, Prague 1, Postal Code 110 00, Czech Republic

Agenda of the General Meeting:

- 1) Opening, verification of a quorum needed for the General Meeting of the Company
- 2) Election of the officials of the General Meeting of the Company
- 3) Report on the Company's business and its assets for the financial year 2016
- 4) Audited Annual Financial Statements of the Company at 31/12/2016 and proposal for compensating the losses of the Company for the financial year 2016
- 5) Report on relations between related parties for the financial year 2016
- 6) Approval of all payments to and benefits for the Company's boards' members and the relatives of the Company's boards' members
- 7) Approval of the Company's auditors
- 8) Dealing with the Company's negative equity issue
- 9) Conclusion

The Decisive Day for attending the General Meeting and explanation of its importance:

No Decisive Day has been determined by the Articles of Association or by a decision of the General Meeting.

Participation at the General Meeting:

Presentation of shareholders (recorded in the attendance list) will be held at 9:45 AM at the meeting.

The right to attend the General Meeting belongs to the person who is a shareholder on the day when the General Meeting takes place.

Shareholder – an individual may attend the General Meeting in person, if he/she can be identified by a valid identity card; or by a proxy who also has to be identified by his/her valid identity card and submit the power of attorney signed by the shareholder.

Shareholder - a legal person is entitled to attend the General Meeting by a statutory representative who is identified by his/her valid identity card, and by a current extract from the business register; or by a proxy who also has to be identified by his/her valid identity card, and current extract from the business register, and a power of attorney signed by the legal representative of the shareholder.

The power of attorney submitted by the proxy must be written and must indicate whether it was issued for a representation on one General Meeting or more General Meetings in a certain period.

Each share represents one vote.

The Shareholders are hereby informed that pursuant to s. 407 (1) (c) of the Act 90/2012 Coll., Business Corporations Act (the "**Business Corporations Act**"), this General Meeting is being convened as a "regular General Meeting" and not as a "substitute General Meeting" within the meaning of s. 414 of the Business Corporations Act.

Term for delivery of a shareholder's statement to the agenda of the General Meeting:

The Articles of Association allow for a postal vote by voting ballots provided to shareholders by the Management Board of the Company. The shareholder's statement to the agenda of the General Meeting must be delivered to the Company before the commencement of the General Meeting at the latest.

Selected data from the Audited Annual Financial Statements at 31. 12. 2016 (in thousands of CZK):

| | | | |
|--|----------------|-------------------------------------|----------------|
| <i>Assets total</i> | 366 958 | <i>Total Liabilities&equity</i> | 366 958 |
| <i>Intangible Assets</i> | 13 442 | <i>Equity</i> | -61 677 |
| <i>Current Assets</i> | 345 240 | <i>Current Liabilities</i> | 108 151 |
| <i>Accruals and deferrals</i> | 8 276 | <i>Accruals and deferrals</i> | 320 484 |
| <i>Profit/loss for the accounting period 2016 (already included in items Total liabilities and equity)</i> | | | - 142 991 |

The Management Board proposes that the General Meeting approves the following decisions which are reasoned as follows:

- 1) The General Meeting approved the proposed officials of the General Meeting.
Reasoning: According to the Articles of Association, the General Meeting elects the Chairperson of the General Meeting, the Minutes Clerk, two Verifiers of the Minutes, and the Scrutineers.
- 2) The General Meeting discussed the Report on the Company's business and its assets for the financial year 2016 submitted by the Management Board.
Reasoning: Pursuant to law, the Management Board is obliged to present the Report on the Company's business and its assets to the General Meeting.
- 3) The General Meeting unanimously approved the Audited Annual Financial Statements of the Company at 31/12/2016 and the proposal for transferring of the loss of the Company for the financial year 2016 amounting to CZK - 142,990,735.71 to the account of "losses of previous periods" and approved that the loss for the financial year 2016 be covered from the profits generated in the future accounting periods.
Reasoning: Pursuant to law and the Articles of Association, the decision on division of the profits and loss coverage belongs to the General Meeting's competence.
- 4) The General Meeting discussed the Report on relations between related parties for the financial year 2016.
Reasoning: Pursuant to law, it is the shareholders' right to get acquainted with the Report on relations between related parties.
- 5) The General Meeting unanimously approved all payments and benefits for the Company's boards' members and the relatives of the Company's boards' members.

Reasoning: Pursuant to law and the Articles of Association, the decision on payments and benefits for the Company's boards' members and the relatives of the Company's boards' members belongs to the General Meeting's competence.

6) The General Meeting unanimously approved TPA Horwath Audit s.r.o. as the Company's auditors.
Reasoning: Pursuant to law and the Articles of Association, the decision on approval of the auditor belongs to the General Meeting's competence.

7) The General Meeting discussed the issue of the Company's negative equity which follows from the Company's Annual Financial Statements as at 31/12/2016 and unanimously approved that the Company's accumulated loss is expected to be gradually compensated by the Company's expected future profits and therefore, the shareholders will not currently invest further capital funds to the Company's equity.

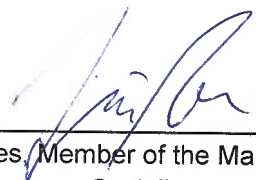
Reasoning: Pursuant to law and the Articles of Association, the decision on investment of further capital funds to the Company's equity belongs to the General Meeting's competence.

The Company's Audited Annual Financial Statements for the financial year 2016 are available to the Company's shareholders for inspection at the registered office of the Company each working day from 9:00 AM to 3:00 PM from the date of this invitation to the General Meeting.

Documents to be discussed at the General Meeting will be available on the date and place of the General Meeting of the Company.

Members of the Management Board and the Supervisory Board notify the shareholders that several members will be on the date the General Meeting is held, in the Company's interest, on business trips abroad and therefore they will not participate at the General Meeting. In case a shareholder had any questions on specific members of the Management Board or the Supervisory Board, members of the Management Board or the Supervisory Board are prepared to answer these questions to the shareholder either before the General Meeting is held or immediately thereafter.

In Prague, on 19th May 2017



Jiří Voves, Member of the Management Board of
Socialbakers a.s.