



Invitation to subscribe for units in WeDontHaveTime AB (publ)



.....

This is a summary of the Prospectus prepared in connection with the Offer to subscribe for units in WeDontHaveTime AB (publ). Prior to making any investment decision, investors should carefully consider the aforementioned Prospectus in its entirety, and especially the section "Risk factors." Naventus Corporate Finance is financial advisor to WeDontHaveTime AB (publ) in connection with the present new issue of units. All the information contained herein has been provided by WeDontHaveTime AB (publ) and Naventus Corporate Finance disclaims all and any liability for the contents of this document. This applies equally to the direct and indirect financial consequences of any investment decisions or other decisions partly or entirely based on the information contained in this document.

An investment in the Company's securities is associated with specific risks; see particularly the section "Risk factors" in the Prospectus. Prior to making any investment decision about investing in the Company's securities, investors should carefully and independently evaluate the Company and the terms of the Offer, including its opportunities and risks, and in this respect rely solely on the information provided in the aforementioned Prospectus (an potential additions to the Prospectus).

The company's vision is to unite the very large group of people around the world that are concerned about the climate, to engender concrete action and speed up climate change adaptation.

We don't have time.

Important information

This Prospectus ("**The Prospectus**") has been prepared as a result of an Offering to the general public in Sweden, the company's shareholders and institutional investors ("**the Offering**") of units comprising newly issued shares and warrants in WeDontHaveTime AB (publ), corp. ID no. 559126-1994, a Swedish public limited company ("**We Don't Have Time**" or "**the Company**").

This Prospectus has been prepared in accordance with the Swedish Financial Instruments Trading Act (1991:980), European Parliament and Council Directive 2003/71/EG ("**the Prospectus Directive**") and Commission Regulation (EU) no. 809/2004. This Prospectus has been approved and registered by the Swedish Financial Supervisory Authority in accordance with the provisions contained in Chapter 2, Sections 25 and 26 of the Trading Act (1991:980). The Swedish Financial Supervisory Authority's approval and registration of the Prospectus do not imply that the Swedish Financial Supervisory Authority guarantees the accuracy or completeness of the information contained in this Prospectus.

The Prospectus will be available on the Company's website (www.wedonthavetime.org), on the issuing institution's website (www.aktieinvest.se), and on the Swedish Financial Supervisory Authority's website (www.fi.se). Information provided on, or referred to, on the Company's website does not in any part constitute this Prospectus, and is not incorporated by reference in the Prospectus. A printed version of the Prospectus is available at the Company's offices.

The Offering is not directed at the general public in any jurisdiction other than Sweden. The units and warrants described in the Offering have not been, and will not be, registered under the U.S. Securities Act of 1933 ("**The Securities Act**") as applicable at any time and units or warrants in the Company may not be offered, subscribed for, sold or transferred, directly or indirectly, in or to the USA, with the exception of applicable exemptions from registration requirements of the Securities Act (in its most recent wording). Furthermore, the Offering is not directed at persons domiciled in Australia, Hong Kong, Japan, Canada, New Zealand, Switzerland, Singapore, South Africa or any other jurisdiction where participation would require the publication of further prospectuses, registration or other measures than those required by Swedish law. The Prospectus, the registration form and/or any other documentation relating to the Offering may not be distributed in or to any jurisdiction where the Offering requires measures such as those outlined above or would be in contravention of applicable legislation. Applications to subscribe for shares or warrants in the Company in contravention of the above restrictions may be deemed invalid. Persons receiving a copy of the Prospectus are required to acquaint themselves with the information and comply with all such restrictions. Measures that contravene the restrictions may constitute a breach of applicable Securities legislation.

In member states of the European Economic Area (EEA) that have implemented the Prospectus Directive– with the exception of Sweden– a securities offering can only be made under an exemption of the Prospectus Directive. This Prospectus is only distributed to and is only directed at (i) persons located outside the UK or (ii) professional investors encompassed by article 19 (5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 ("**the Order**") or (iii) high net-worth entities under article 49 (2) (a)-(d) of the Order, and other persons to which it can legally be distributed (all such persons are jointly referred to as "**Relevant Persons**"). This Prospectus is directed only at Relevant Persons and may not be acted on or relied on by persons who are not Relevant Persons. Any investments or investment activities referred to in this Prospectus are available only to Relevant Persons and will be directed only at Relevant Persons. Any investment in the Company's securities is associated with specific risks; see particularly the section "**Risk factors**." Before making a decision about investing in the Company's securities, investors must rely on their independent assessment of the Company and the terms and conditions of the Offer, including opportunities and risks, and in this respect rely only on the information contained in this Prospectus (and potential additions to the Prospectus). Neither the publication nor the distribution of this Prospectus implies that the information in the Prospectus are applicable at any time after the date of publication of this Prospectus, or that the Company's operations, profit net of financial items or financial position remain unchanged after this date. In the event of any significant changes to the information provided in this Prospectus in the period after the

The prospectus has been approved by the Swedish Financial Supervisory Authority, such changes will be published in accordance with regulations in the Swedish Financial Instruments Trading Act.

No person is, or has been, authorized to provide any information or make any pledge or guarantee on behalf of the Company in connection with the Offering other than those indicated in this Prospectus and, if such pledge or guarantee have been issued or made, such information, pledge or guarantee cannot be relied upon as if it would have been issued or made with the Company's approval and the Company assumes no liability whatsoever for any such information, pledge or guarantee. Furthermore, no member of the Company's Board of Directors or any other party makes any pledge or guarantee, express or implied, with the exception of those ensuing from applicable legislation and stipulations, with regard to the accuracy and/or completeness of the information contained in this Prospectus.

Any disputes arising from this Prospectus, Offering or other legal matters in this connection shall be exclusively settled by a Swedish Court of Law under Swedish law without regard to Conflict of Law principles. The Stockholm District Court shall be the court of first instance. It should also be noted that investors that bring an action in a Court of Law as a result of the information contained in this Prospectus may be obliged to cover the costs of translation of this Prospectus.

Forward-looking statements and sector and market information


This Prospectus contains various forward-looking statements that reflect the Company's current view of future events and financial and operational results. Such forward-looking statements are associated with both known and unknown risks and circumstances that are outside the Company's control. All statements in this Prospectus with the exception of statements regarding historical or current facts or conditions are forward-looking statements. Forward-looking statements are made in a number of sections in this Prospectus and can be identified by the use of terms and expressions such as "could," "may," "should," "expected," "estimated," "probable," "estimated," "plans to," "strives to" or variations of such terms or similar expressions. The "Risk factors" section contains a description of some, but not all, factors that could lead to the Company's future profit and progress diverging significantly from those expressed or suggested in any forward-looking statements. The Company has chosen not to present any profit forecast or expected results of operations. The Company has only expressed its ambitions and efforts made in this respect.

The forward-looking statements are only applicable as of the date of this Prospectus. The Company has no intention or obligation to publish updated forward-looking statements or other information in this Prospectus based on new information, future events etc. in addition to those required by applicable legislation, stipulations and regulations.

This Prospectus contains specific information about the market and sector where the Company is active and is positioned in relation to its competitors that may be based on information obtained from third parties as well as the Company's estimates based on information obtained from third parties. The Company has accurately reproduced such third-party information and, to the Board of Directors' knowledge, and by comparison with other information published by third parties from which information has been obtained, no factual information has been omitted such that the information presented herein would be inaccurately represented or misleading. However, the Company has not independently verified the accuracy or completeness of any third-party information, and the Company can therefore not guarantee its accuracy or completeness.

Presentation of financial information

Certain figures and percentages indicated in the Prospectus have been rounded and do therefore not always add up correctly. Apart from where expressly stated herein, the information presented in the Prospectus has not been reviewed or audited by the Company's Auditors.



**We have
the solution
at hand...**

Invitation to subscribe for units in We Don't Have Time

The Company and majority owners have decided to make a public Offering of units consisting of newly issued shares and warrants in the Company.

In accordance with the terms of this Prospectus, investors are invited to subscribe for units consisting of newly issued shares and warrants in the Company at a price of SEK 10.50 per unit, corresponding to a market value of the Company of some SEK 19 m before the Offering.

The price indicated in the Offering has been determined by the Company's Board of Directors and majority owners in consultation with the Financial Advisor on the basis of a number of factors. For example, the valuation of some SEK 13 m including capital raised in January 2018 has been considered, including discussions with specific institutional investors, as well as current market conditions, the Company's market position, and assessments of the Company's business opportunities and profit outlook based on the future development of the Company's products and new applications in the environmental field. According to the Board of Directors' judgement, the subscription price is on market terms.

On 26 November 2018, the Board of Directors decided to implement the Offering following authorization by the Extraordinary General Meeting on 30 October 2018. The Offering consists of units and comprises a maximum of 1,904,762 newly issued shares and an equal number of warrants in the Company at a subscription price of SEK 10.50 per unit. A unit comprises one share and one warrant in the Company. The warrants are issued at no cost. The Offering is not directed at the general public in any other jurisdiction than Sweden. The Offering will raise gross proceeds of some SEK 20.0 m before transaction costs. Transaction costs are estimated to amount to some SEK 3.4 m.

Provided that the Offering is fully subscribed, the Company's share capital will increase by approximately SEK 72,049.65 to some SEK 577,397.56 after the Offering, divided over 15,264,542 shares, of which the new shares under the Offering will correspond to some 12.5% of the total number of shares and 1.6% of the total number of votes in the Company after the Offering. Provided that the Offering is fully subscribed and full utilization of the attached warrants, the share capital would increase by a total of approximately SEK 144,099.30 and the number of shares by a total of 3,809,524, corresponding to some 22.2% of the total number of shares and 3.1% of the votes in the Company after the Offering. The outcome of the Offering will be published on the Company's website (www.wedonthavetime.org) and through press releases around four days after the end of the subscription period.

In the event that the Offering attracts substantial interest, the Board of Directors is authorized to extend the Offering by a maximum of 1,428,572 units, corresponding to approximately SEK 15.0 m, which would increase the share capital by a further maximum of approximately SEK 54,037.26. Given the assumption that the Offering is fully increased, and full utilization of all associated warrants, dilution would correspond to approximately 33.3% of the share capital and 5.4% of the votes in the Company. Given that the Offering is fully subscribed, a maximum increase of the Offering and full utilization of the associated warrants, the share capital would increase by a total of approximately SEK 252,173.82 and the number of shares by a total of 6,666,668.

Investors are hereby invited to subscribe for units in We Don't Have Time, in accordance with the terms set out in this Prospectus.

Declaration of the Board of Directors

The Board of Directors accepts responsibility for the information contained in this Prospectus. The Board of Directors confirm that, having taken all reasonable care to ensure that such is the case, the information contained in this Prospectus is, to the best of its knowledge, in accordance with the facts and contains no omissions likely to affect its import.

Stockholm, Sweden, 26 November 2018

WeDontHaveTime AB (publ)

The Board of Directors



David Olsson (co-founder), Stella Diesen (Director), Ingmar Rentzhog (founder and CEO), Anette Nordvall (Chairman), Christan Emmertz (co-founder). Gustav Stenbeck (Director) was not present when the photo was taken.

Comments from the founders, Board of Directors and Advisory Board

Climate change is well documented and its devastating consequences are obvious. Scientists have been issuing warnings for decades. But recently, something has changed. The effects are becoming more pronounced. At the time of writing, the temperature is 27 degrees centigrade in Paris—in October.

The scientists' warnings are becoming increasingly desperate and are now having more media impact. Awareness about climate change—and concerns about the future—are becoming more widespread. At the same time, many observers are frustrated by the difficulty of making a difference as an individual.

In November 2016, the USA elected a climate denier as President. This served as a wake-up call for many people. There is a genuine risk that world leaders won't solve this problem. To initiated observers, our collective inability to decisively act to make the required changes seems absurd.

Making this vital transition will require a large and global grassroots movement that demands change. We need to put pressure on those in power, make sacrifices and share positive examples.

Few phenomena have had such radical impact on our lives and society at large as the emergence of social networks. But none of these networks have been

created to meet the most serious challenge facing our times—the climate crisis.

Imagine if all the people who are worried about climate change could join together in a social network focusing on climate action?

Such a network would comprise a climate-oriented community that could propose measures, draw public attention to good and bad examples, voice opinions on climate issues and hold companies, organizations, politicians and other decision-makers accountable. Just as TripAdvisor's over 450 million users are now a force to be reckoned with in the travel industry, this network would be a powerful force in the transition towards an environmentally sustainable, zero-emissions society. This network would also have significant commercial potential due to its role as a digital meeting place for climate-aware and environmentally conscious individuals and organizations.

This is the idea behind We Don't Have Time.

Before long, we'd gathered together a small team of very diverse backgrounds and competences united by the idea that the global climate crisis needed a global, digital movement. We decided to find out whether more people believed in the idea through crowdfunding: our campaign was quickly oversubscribed by 190 %. More than 400 individuals from over ten countries invested in the Company. We have chosen to be incorporated as a "Good Cause Company," with a charitable foundation as main owner, which will receive 10% of all future profits.

We have now initiated the work of creating the network and establishing ourselves as a global climate organization. The first phase has been intense—and spurred us on. We've attracted significant attention from international media, held the world's first no fly climate conference, put the international spotlight on the acute climate crisis, spread the hashtag #WeDontHaveTime on social media and established contacts with opinion leaders, activists, policymakers and scientists.

It's clear that there's considerable demand for and interest in what we're in the process of creating.

This makes us confident about the future progress and marketing of our organization and network. If we've managed to achieve so much in less than a year, where will we be next year—once the network has been launched?

We Don't Have Time. A large and growing proportion of the world's population now understand this. We want to break through the frustration people feel when they become aware of the severity and extent of the problem but don't have the tools to create real change. We want to build a broad, active and results-oriented movement, and are now inviting external investors that share our belief that a dedicated social network has an important role to play in solving the climate crisis.

Your investment in We Don't Have Time could be crucial for the transition to a sustainable future.

Ingmar Rentzhog

Founder and CEO of WeDontHaveTime AB (publ)

Anette Nordvall (Chairman),

David Olsson (co-founder),

Christian Emmertz (co-founder),

Stella Diesen,

Gustav Stenbeck

The Board of Directors of WeDontHaveTime AB (publ)

David Hjortsberg,

Mario Nakic

Co-founder

David JP Phillips,

Andra Farhad,

Tove Ahlström,

Daniela Rogosic,

Anna Svahn,

Advisory Board



We Don't Have Time.

JOIN US AT WEDONTHAVETIME.ORG

RENTLY DEVELOPING THE WORLD'S LARGEST SOCIAL NETWORK FOR CLIMATE ACTION
THER WE CAN SOLVE THE CLIMATE CRISIS. BUT WE ARE RUNNING OUT OF TIME...





Source: WeDontHaveTime.org

Operational summary

Introduction

We Don't Have Time was founded in October 2017 with the ambition of creating the world's first social network focusing on a single issue: solving the climate crisis.

The aim of the network is to enable users to influence the climate and environmental issues by aligning themselves with other like-minded people. The company aims to provide people and organizations concerned about climate change with the tools required to have a material and significant impact.

In parallel with developing the technology platform, in 2017-2018 the Company's activities focused closely on creating visibility in social media. By ensuring that the movement is already well-known when the network is launched, the Company expects to be able to attract a large number of users relatively quickly.

Accordingly, the Company is already a recognized profile on the market for climate change adaptation and environmental issues¹ and has loyal followers on platforms such as Facebook and Twitter. In September 2018, the Company reached 18 million social media accounts according to a media survey carried out by Meltwater News. On Facebook, the Company is the world's no. 6 climate organization measured in number of followers. In October 2018, the movement's Facebook following grew by more than 5,000 every day. We Don't Have Time's representatives are also sought-after speakers at environmental and sustainability events around the world.

We Don't Have Time currently has a presence on Facebook, Twitter, LinkedIn, YouTube, Instagram and Medium. In October 2018, the Company had more than 430,000 followers on these platforms. Since the start, We Don't Have Time has successfully urged

1. The Company has received a number of international awards:

- Accepted to Microsoft BizSpark, Microsoft for Startups program. 2017.
- Good Cause Company of The Year. ACQ Global Awards 2018.
- Game Changer Of The Year, ACQ Global Awards 2018.
- Global Excellence Awards, Award for Excellence in Climate Change Action. Acquisition International 2018.

its followers to use the hashtag #WeDontHaveTime when sharing climate-related content on the internet. The Company's website has an interactive map that shows where in the world the hashtag is being used on Twitter in real time. The map below shows the thousand latest #WeDontHaveTime tweets and their geographical spread.

There is currently no digital social network dedicated to climate change and environmental issues that fully utilizes modern communication technology. The issues are being addressed on a range of different platforms, that are either dedicated campaign sites or more general in nature, i.e. not explicitly customized for dealing with climate change and the environment. In the first half of 2019, We Don't Have Time intends to change this by launching a social network aimed at allowing users to actually influence the climate.

Vision

The company's vision is to bring together the very large group of people around the world who are concerned about climate change, to create opportunities for concrete action and to speed up climate change adaptations. We don't have time.

Business concept

The Company's business concept is to collect individuals and organizations that are concerned about the environment in one of the world's fastest growing specialist social media networks. The Company intends to offer partnerships, digital advertising and services connected to the climate, sustainability and the expanding green and circular economy.

Business model

The Company's business model is to offer companies and organizations that want to increase the visibility of their sustainability work, or that offer services and products in the environmental sector, a digital platform that reaches a large target group of dedicated consumers and ambassadors. This is achieved by the following methods: digital advertising, referrals and climate offset.

The company assesses that facilitating climate offset for private individuals and companies will generate a majority of revenue streams in the period 2019-

2021. Income from referrals and digital advertising is dependent on specific volumes of active users, approximately 10-15 million, which the Company is expected to achieve by 2021-2022 at the latest.

In the period 2019-2020, the Company assesses that income from advertising and referrals will total some 23% of total revenue, with the remainder derived from climate offset services (57%) and partnerships (20%). As the Company's user base grows, digital advertising will provide an increasingly significant proportion of revenue streams, and is expected to grow to 70% of total revenue provided that the Company's social network is successful in attracting some 40 million users. Successful social networks that the Company has analyzed and where revenue is mainly derived from digital advertising report per-user income in the SEK 20 – 200 interval.

Digital advertising

Large social networks such as Facebook, Twitter and YouTube currently derive most of their income from digital advertising based on target audience and user behavior oriented posts on the relevant platforms. However, these services are only of interest to advertisers if the networks have a sufficiently large number of active users. The Company's ambition is to start offering this service 2-3 years after network launch, when the number of active users is expected to surpass 5 million. The advantage of this earnings model is that it can achieve a high profit margin in a social network because there is no cost for generating proprietary content, unlike for traditional media. The users themselves generate the content.

Referrals

Referrals mean that revenue is generated when a user of the Company's network is referred to another organization/company where some form of transaction or desirable behavior takes place. For example, TripAdvisor's main revenue is derived from referrals to hotel booking sites.

The Company's assessment is that its members will be inclined to purchase environmentally-friendly services/goods, which implies positive potential for offering advantageous partnerships in the field of climate change adaptation and the environment.

Examples include green electricity providers, electric bikes/cars and investments in solar panels. This revenue model also makes it more attractive to be a member of the Company's platform, as users can access negotiated discounts that benefit the end customer. For example, the Company has already established a partnership with solar panel provider TRINE, where the Company's contacts receive SEK 100 to invest when indicating the discount code We Don't Have Time.

Climate offset

As the Company is a niche social network, it is able to offer tailor-made services for its users. The Company has identified one such opportunity by offering its users the possibility of offsetting their climate impact by purchasing the platform's proprietary certification. This opportunity applies to individual platform users as well as entire organizations/companies.

The Company currently has a distributor agreement with Chooose.today, a company that facilitates climate offset through certified trading in emission rights.

This means that emission rights purchased are not sold on the market, but are annulled. The aim is to reduce overall CO2 emissions so that the price of emission rights increases by decreasing the supply of available emission rights. This increases the competitiveness of climate-smart alternatives, and customers purchasing emission rights can generate concrete climate benefits while also speeding up climate change adaptations.

This service allows the social network's users to offset the emissions caused by their consumption. Organizations and companies can also offset emissions on behalf of their employees, their business travel and their overall climate footprint.

The advantage of buying this service through the Company rather than directly through Chooose.today or its competitors, is that the Company offers certification that can be used for marketing purposes.

The Company has already secured several active customers, of which the largest is a leading Swedish financial advisor who has chosen to climate offset the

emissions generated by all its 1,800 employees in six countries.

Partnerships

A number of companies and organizations actively seek to be leaders in the area of sustainability. This means that the Company judges that there is interest in entering tailor-made partnerships with other companies and organizations. Transactions don't necessarily need to be digital, and collaborations will probably be more associated with the Company's brand and positive profiling. The Company already receives this type of revenue streams. Examples include sponsorship from TRINE, Oatly and FundedByMe in connection with marketing activities carried out by the Company.

Objectives

The Company's objective is to become the world's largest social network for climate action by bringing together individuals and organizations dedicated to saving the climate.

In the shorter term, the Company has set the following operational and financial targets.

Operational targets

2019

- Public launch of the platform
- Hosting the We Don't Have Time Earth Day Conference 2019
- 100,000 active users by year-end

2020

- Hosting We Don't Have Time Earth Day Conference 2020
- Developing We Don't Have Time's climate certification for businesses and private individuals
- Marketing campaigns to raise awareness of the network and attract attention to user posts and initiatives
- Establish new revenue streams based on partnerships, sponsorship and referrals
- 3 million users by year-end

2021-2023

- Active PR work and opinion-forming initiatives focusing on the climate
- Developing the Company's business models

- Developing and establishing the opportunity to advertise on the platform
- 100 million active users by the end of 2023

Financial targets

To achieve sales of at least SEK 86 m and return positive operating profit (EBITDA) by 2021

Strategies

Strategy for network launch

To attract early users of the social network, We Don't Have Time is developing a pilot version with limited functionality in the form of a mobile news app. The app gathers climate news from media outlets around the world and will be available free of charge for iPhone and Android. Individuals who download the app will be offered an account in connection with the launch of the social network, where the news coverage will be a component.

A beta version of the social network platform will be tested internally and by focus groups in Q4 2018 and Q1 2019. Considerable emphasis is placed on user feedback regarding design, functionality and user friendliness.

The initial public launch is scheduled for the Earth Day Conference on 22 April 2019. Individuals who follow the conference and have downloaded the news version of the app will be given exclusive invitation-only access to the first live version of the We Don't Have Time social network.

The Company considers that it constitutes a considerable strategic advantage to carry out in-depth development work in live conditions, that is with a limited number of invited users, before the platform is launched to the general public.

In this version, users will be able to interact with each other and start heart, bomb and ideas campaigns aimed at companies and organizations. All campaigns will be published on wedonthavetime.org, a public website where people who are not yet members of the platform can easily support campaigns without having to create an account. Individuals that support a campaign will be invited to join the network at a later stage.

This provides the opportunity for campaigns to attract significant interest and spread before the platform has a large number of registered users.

Operators that are targeted in a campaign will also be able to respond on this website by activating a business account.

New users of We Don't Have Time's social network will be invited gradually through a combination of strategies::

- Invite users who have been active on campaign pages created by members.
- Member invites, where users invite their friends.
- Partnerships with sustainable businesses and global environmental and climate organizations where members/employees are invited.
- Targeted marketing on social media.

This strategy will allow the Company to continuously improve platform stability and functionality as the number of users increases. The fact that the network will initially be exclusive is expected to contribute to increasing interest. Because the campaigns are public and marketed outside the Company's network, the platform's unique functionality—which allows users to have a real impact and spread their ideas outside the platform itself—is effective even during the initial launch stage.

The platform will be a fully usable product at the time of the Earth Day launch, although important design and development work will continue after that date. This is aimed at finetuning functionality and design, evaluating user feedback, testing various solutions and collating statistics about user behavior on the platform.

Global launch, local impact

The Company will launch the social network at the Earth Day conference, and from there move on to target a global group of particularly climate-focused individuals and influencers. The Company will monitor the network's growth and proactively market it to those target groups that are easiest to attract as users. This means that the Company's launch and marketing will initially be broad based, but will become more focused relatively quickly in order

to maximize the marketing impact. The Company assesses that the potential for spreading the network through climate influencers with a large number of local followers is good.

Growth strategy 1: Functionality that rewards users

The Company's main objective is to rapidly increase the number of users, with the aim of reaching 100 million users by around 2023.

The central component of achieving this growth is to satisfy the target group's need for reducing and expressing concerns about climate change. The Company will then be able to provide a tool that meets this need in a new and more powerful way than other social networks—where people want to do something about the climate crisis but don't know how. The central functionality of this tool is its ability to create climate campaigns that are supported by other individuals, which focuses attention on the recipient of the campaign, which in turn has a positive, direct impact, for example by the recipient changing its behavior or communicating with supporters of the campaign.

When users receive direct, concrete feedback in this way, and simultaneously take a step towards halting climate change, the network satisfies the need for wanting to do something about the climate, and simultaneously triggers reward systems that increase user loyalty and their connection with the network.

Growth strategy 2: Sponsors and partnerships

In the future, the Company may enter into commercial agreements and sponsorships with marketing and PR value for the social network. One example is provided by the Company's product "Climate Friendly Employees," certification targeted at businesses and organizations. Organizations that acquire this certification can offset their employees' national average climate footprint by 200% by buying and annulling emission rights. Employees then receive an email signature that confirms certification and thus markets the social network. Similar partnerships with companies that operate their own technology platforms and want to increase sustainability and raise their climate profile, can also be of significant marketing value for the Company's social network.

Growth strategy 3: Become the leading global, online climate organization

The Company will proactively continue to position itself as a leading, international climate organization with a strong digital presence and innovative communication methods, where the ambition is to become the number one operator in the field. The Company is well on the way towards achieving this goal with more than 400,000 followers on social media and a social media reach of 18 million accounts in September 2018. The Company's hashtag #WeDontHaveTime has already gained international spread, and the Company assesses that it has the potential to become the #metoo of climate activism. The hashtag is used frequently on Twitter, Instagram, LinkedIn and other social media sites to indicate that we don't have time to wait to solve the climate crisis. The hashtag and the brand has significant viral marketing potential that the Company will continue to exploit.

- "We Don't Have Time but we do have a way" – Jeffrey Sachs, Professor and Special Advisor to UN Secretary General Ban Ki-moon on Sustainable Development Goals.
- "As we know, we don't have time" – Cathy Orlando, International Director, Climate Citizen's Lobby, Canada.
- "We Don't Have Time is absolutely correct" – Pam Pearson, Director, International Cryosphere Climate Initiative.
- "Yes, We Don't Have Time" – Stuart Scott, founder of Transition University.

The quotes above are from the Company's single most successful marketing initiative to date—the virtual climate conference held on Earth Day 22 April 2018. The event attracted well-known participants such as Jeffrey Sachs, Anders Wijkman, Pam Pearson and Denis Meadows, and established We Don't Have Time as a new and innovative operator in international climate action. Material from the conference has been viewed more than half a million times.

As a result of the strong position achieved by the Company in a short period and with limited resources, We Don't Have Time assesses that the Company will be able to achieve a dominant position as a digital, global climate operator in a one

to two year period. This position will in itself be a key factor in the marketing of the social network, because it builds brand awareness, credibility and an international presence in the climate issue. The Company's anticipated strong position will increase the credibility of individual users of the platform when creating campaigns, which further strengthens the feedback loop that rewards users when posts generate material change.

Growth strategy 4: Integrate campaigns and platform marketing

The Company will also integrate user activity and marketing of the social network. Successful campaigns will be marketed on other social networks such as Twitter, Instagram and Facebook. This embeds a dedicated marketing function in the network's main functionality. When the most successful campaigns reach a contact level that implies paid marketing of the post in other social media, they also simultaneously comprise advertising for We Don't Have Time's social network. For particularly successful campaigns with significant impact, for example if the network gets a major

industrial company to stop buying dirty electricity, We Don't Have Time can to utilize the impact to continue to build on the considerable marketing value of such an event.

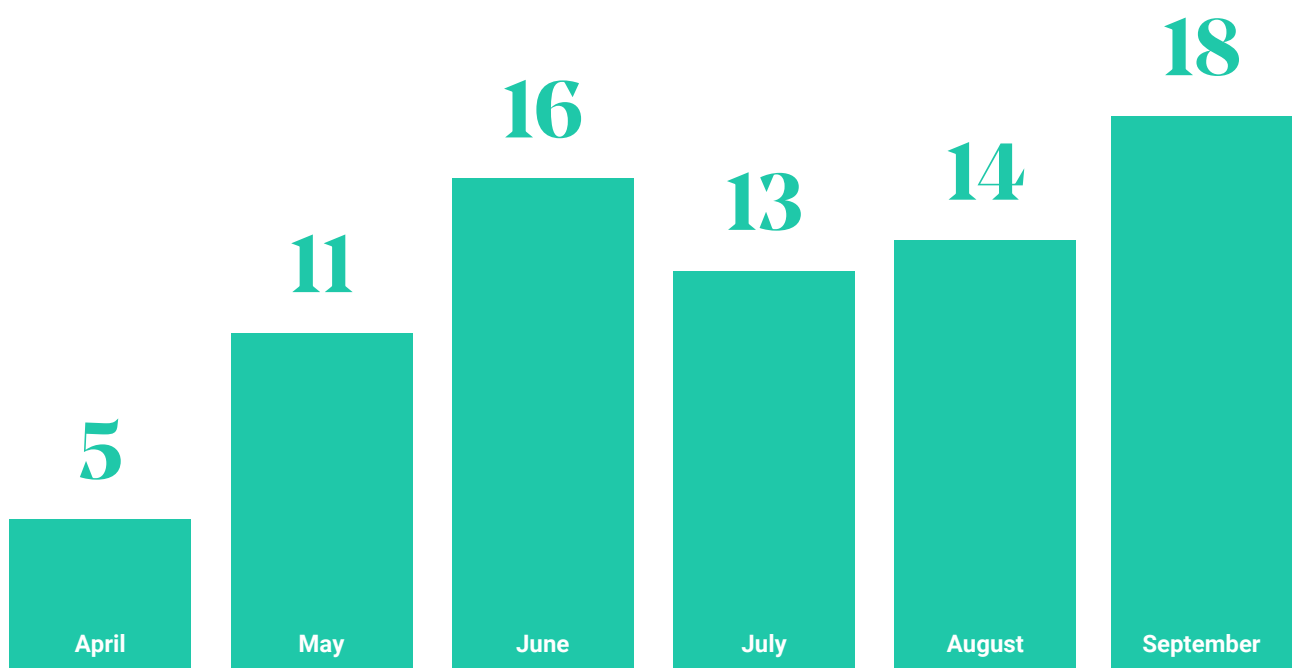
We Don't Have Time's current position - marketing and social media presence

In parallel with the development of the technology platform, in 2017-2018 the Company's activity has focused on intensive efforts to increase visibility in social media. By already being a well-known operator when the platform is launched, the Company expects to be able to attract users relatively quickly.

Social media presence

According to media research firm Meltwater News, the Company's social reach was just over 18 million users in September on YouTube, Twitter, Facebook and Instagram.

Social media reach 2018, million users



Source: Meltwater News

DAILY HOTEL GLOBE



Årets
MILJÖ
Influencer

PRESENTERAS AV Miljöutveckling

2018

INGMAR RENTZHOG

Årets Miljöinfluencer 2018 är en utmärkelse till personen som har gjort en stor skillnad för miljön. Han har skapat en rörelse som har resulterat i att miljön blir bättre. Med andra ord är han en person som har gjort en stor skillnad för miljön. Med andra ord är han en person som har gjort en stor skillnad för miljön. Med andra ord är han en person som har gjort en stor skillnad för miljön.

SOCIAL MEDIA PRESENCE

According to media research firm Meltwater, the Company's social reach was just over 18 million users in September on YouTube, Twitter, Facebook and Instagram.



#WeDontHaveTime

A key element of the Company's movement is the hashtag #WeDontHaveTime. It expresses the central concept of the movement: There is no time to wait, the situation is urgent, action must be prioritized. The work of spreading and establishing the hashtag started in 2017, mainly on Twitter.

Since then, the hashtag has spread across more social media platforms around the world and is used precisely as the Company intended—as a call to climate action.



Twitter – 20 000 followers

The twitter account @WeDontHaveTime0 was started in November 2016 by the Company's founder Ingmar Rentzhog. The account quickly gained thousands of followers and had become a well-established Twitter account in its niche after only a few months' activity. The activity consists of posting relevant comments, films, news and images linked to the climate crisis, as well as retweets and comments on other users' posts. A key factor in the account's growth is the extensive global coverage, reporting and analysis of the ongoing climate crisis, largely with the help of We Don't Have Time's own followers. The twitter account currently has over 20,000 followers, and became a verified account in September 2018. This means that Twitter has determined that the account belongs to a well-known organization or person of public interest.



Facebook – 390 000 followers

The Facebook account Wedonthavetime.org shares comments, news, films, images etc. In October 2018, the Company had more than 390,000 followers.



Instagram – 10 000 followers

The Company manages the accounts

@Wedonthavetime0 and @ wedonthavetime_in_sweden. The accounts have a total of 10,000 followers. The strategy is to create local accounts that produce interviews and cover local events and are administrated by the movement's members. The concept is currently being evaluated under @wedonthavetime_in_sweden.



YouTube – 600 000 viewers

The Company's YouTube channel We Don't Have Time. tv regularly publishes videos with proprietary content. The channel has published 40 videos that have been viewed 600,000 times to date.



Medium – 10 000 readers

Since April 2018, the Company has published a blog on Medium.com. This publishes the Company's own articles on the climate crisis. Around fifty articles have been published so far. Blog entries have some 10,000 unique readers each month.



Newsletter – 5 000 subscribers

The Company publishes a newsletter twice a month. This collates the most readable articles from the Company's blog, notable tweets and climate promises. The newsletter has just over 5,000 subscribers.



Climate promise

In spring 2018, the Company created a tool for recording personal climate promises. The user of the tool records themselves, with a mobile phone, for example, and the result resembles a news broadcast where the climate promise is made. The tool was launched in connection with Earth Day 2018 and We Don't Have Time's climate conference.



Hearts & bombs on Twitter

A key element of the Company's movement is the hashtag #WeDontHaveTime. It expresses the central concept of the movement: There is no time to wait, the situation is urgent, action must be prioritized. The work of spreading and establishing the hashtag started in 2017, mainly on Twitter.

Since then, the hashtag has spread across more social media platforms around the world and is used precisely as the Company intended—as a call to climate action.



Climate-offset email signature

In partnership with Aidbox and TRINE, We Don't Have Time offers the possibility of adding climate offset to your email signature. Organizations that use the Company's certified email signature have the climate impact of the signatory offset by the Company's collaboration partner TRINE, which invests in solar power projects in the third world. The service was launched in connection with the Earth Day Conference on 22 April 2018 and has had 172,000 views to date.



Preview of Al Gore's film An Inconvenient Sequel in Malmö, Sweden



#WeDontHaveTime no-fly Climate Conference 2017



Lecture on #WeDontHaveTime at Volvo showrooms in Kungsträdgården, Stockholm, Sweden



Tech room at #WeDontHaveTime no-fly Climate Conference 2017



Preview of Al Gore's film An Inconvenient Sequel in Stockholm, Sweden



Climate Reality Training, Al Gore, Denver, USA, March 2017



KAN11, Israeli TV channel, interviewed We Don't Have Time's founder and CEO, Ingmar Rentzhog, in September 2018.

MEDIA

Despite limited resources for active PR work, We Don't Have Time has had significant global media impact. More than 60 media outlets from different parts of the world have quoted or written about We Don't Have Time, including in Sweden, Finland, Greece, South Africa, Iraq, Poland, Serbia, Portugal, Croatia, Bosnia and Hercegovina, Russia, India, Canada, Germany, Belgium, Bulgaria, Guatemala, the Dominican Republic, Mexico, China, Chile, UK, USA and France. A few examples can be found below.

DECEMBER 2017

Business Insider published two articles about We Don't Have Time. One article about We Don't Have Time's activities was published in December 2017, and another about the We Don't Have Time climate conference in April 2018. Overall, the articles have reached more than 1 million readers after publication.



DECEMBER 2017

BBC World Service interviewed We Don't Have Time for its radio network in December 2017.

APRIL 2018

Dagens Nyheter published an article about the We Don't Have Time climate conference in April 2018. The article outlined the conference's organization, participants and how to register.

APRIL 2018

Metro World News published articles about We Don't Have Time in Spanish and French in connection with Earth Day in April 2018. Metro Montreal and Metro Mexico City also published full-page spreads in local Metro newspapers. The articles included general information about We Don't Have Time's activities and an interview with We Don't Have Time's founder and CEO, Ingmar Rentzhog. In total, the articles reached over half a million readers after publication.

SEPTEMBER 2018

The Guardian published an article about Greta Thunberg's climate strike, quoting We Don't Have Time's blog entry from September 2018.



SEPTEMBER 2018

KAN11 (Israeli TV channel) interviewed We Don't Have Time's founder and CEO, Ingmar Rentzhog, in Stockholm, Sweden in September 2018.

OKTOBER 2017

AI (Acquisition International) published an article about We Don't Have Time on 12 October, 2018 in connection with We Don't Have Time being awarded Acquisition International's Award for Excellence in Climate Change Action - Social Networking 2018. The article got front page coverage and included a long piece on We Don't Have Time.



JULI 2018

CEO Today published an interview with We Don't Have Time's founder and CEO, Ingmar Rentzhog, for their "Business Shapers" segment in July 2018. The segment included an outline of We Don't Have Time's future visions.

AUGUSTI 2018

Finance Monthly wrote about We Don't Have Time and its founder and CEO in their "Executive Insight"- segment for its August 2018 issue. The article was in English and included an extensive interview about We Don't Have Time's operations.



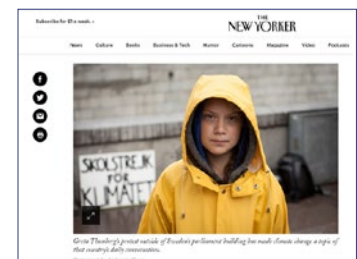
SEPTEMBER 2018

Sky News interviewed We Don't Have Time's founder and CEO, Ingmar Rentzhog in Stockholm, Sweden in September 2018.



OKTOBER 2018

The New Yorker published a long article about Greta Thunberg's climate strike in October 2018. The article included a link to We Don't Have Time.





Well-known nature photographer Joakim Odelberg and colleagues at the Almedalen political conference in Sweden



An anonymous online follower holds up a climate bomb outside Trump Tower in New York



The UN invited We Don't Have Time to the UNA-USA conference in New York at the beginning of 2018



We Don't Have Time arranged a climate concert in Stockholm, Sweden, with over ten artists performing and Greta Thunberg a specially invited speaker



We Don't Have Time participated in a podcast in connection with the opening of Comfort Hotel in Kista, Sweden



Example of climate hero featured on the Instagram account @wedonthavetime_in_sweden



Climate bomb

This type of post is used to highlight behavior that users consider negative for the climate.

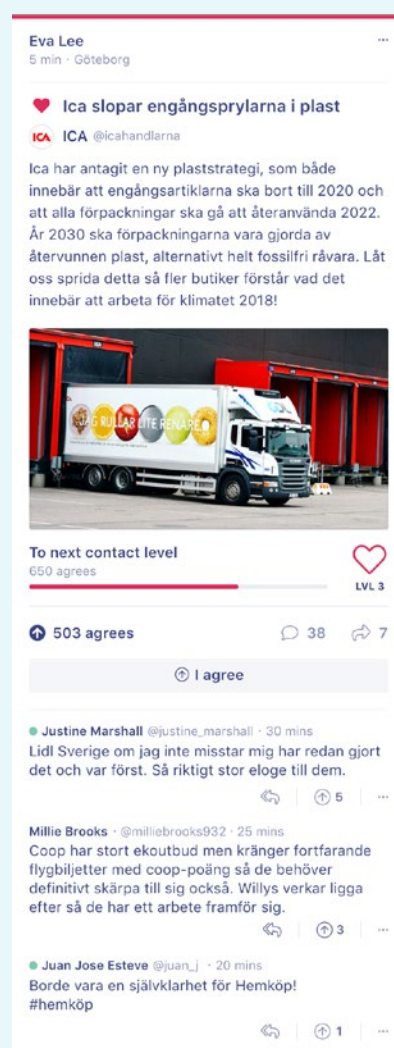
Example: Magnus has noticed that a company has an ongoing campaign where new customers that sign green electricity contracts receive a EuroBonus membership card loaded with 13,000 bonus points that can be used for air travel. He creates a post about this where he explains that the post is a climate bomb campaign aimed at the power company's campaign. The post is spread widely by users clicking "Agree," sharing it on and commenting, and once a certain level is reached, We Don't Have Time actively contacts the power company in a range of ways, e.g. by email, phone or paid social media campaigns aimed at the power company's followers.



Climate heart

This type of post is used to highlight behavior that users consider to be positive for the climate and that they want to support.

Example: One of Sweden's major food stores has announced that all single-use plastics will be phased out by the end of 2020. User Eva Lee considers this to be an excellent decision, and creates a climate heart post for the food retailer to encourage other operators to follow suit. As the campaign receives more "Agrees," the post starts to spread and attracts attention in the form of emails, phone contact and posts on the retailer's social media accounts etc.





Lightbulb

This type of post is used when users have an idea for making something more climate smart.

Example: Leonardo has asked one of the big banks to provide him with the total climate footprint of his savings. In order for the bank to meet Leonardo's request, it needs to create a service that doesn't exist. The campaign attracts attention by receiving many "Agrees" and shares. Many users comment on the post and develop Leonardo's ideas further. Once a certain contact level has been reached, the Company spreads the idea further, for example on other social media. Overall, this sends a strong signal to the big bank that their customers are demanding this service, which leads to the bank taking the idea onboard and making it a reality.

It will also be possible to create neutral posts without a climate symbol. These posts can receive "Agrees" and will be visible in users' flows, but lack the campaign element, i.e. they don't focus on specific recipients and don't have threshold contact levels that trigger the post's spread outside the platform.

Gamification – Contact levels

Gamification, that is elements of game play and competition, are important for creating a strong feedback loop that rewards user activity and enables users to return to and spread awareness of the network.

The climate campaigns include different levels, which are controlled by the number of users that agree with

Leonardo Oliveira
5 min · Göteborg

Koldioxidredovisa pensionssparandet

Handelsbanken @handelsbanken

Den största klimatnyttan man kan göra är att förändra sitt sparande. Som kund i Handelsbanken skulle jag vilja spara med så låg koldioxidpåverkan som möjligt. Det är kanon att Handelsbanken börjat redovisa avtrycket per fond men jag vill kunna se det för mitt sparande och mäta över tid om mina utsläpp minskar eller ökar i samband med avkastningsrapporten för min pension.



To next contact level
2.5k agrees

2.1k agrees

Handelsbanken @handelsbanken · 30 mins

Tack för ett bra förslag vi utvärderar vårt erbjudande till våra kunder löpande.

Sophie Asveld @sophie_asveld · 25 mins

Jag skulle vilja se att Handelsbanken utvecklade det ännu ett steg längre och bakade in ett klimatavtryck i en app så jag kan följa hur mitt klimatavtryck påverkas av allt jag köper med hjälp av mitt bank- eller kreditkort.

Dorothy Bates
3 hrs · Göteborg

Vegetariskt för klimatet

Jag äter vegetarisk snabbmat för att inte ha dåligt samvete när jag inte har tid att laga klimatsmart mat eller när jag är på språng på jobbet mellan möten. Själv älskar jag halloumi + avocado burgare, vilken snabbmat är bäst när det gäller vegetarisk mat?



76 27 1

Millie Brooks @milliebrooks932 · 11 hrs

För mig är det mest falafel som gäller faktiskt, tycker att det känns fräschare än att äta halloumi. Kikärtor är en magiskt bra ingrediens. Men vad är egentligen det bästa stället för falafel?

Cody Edwards @codye · 3 hrs

Falafelbaren på söder alla dagar i veckan!

Roxie Mendoza @roxierox · 50 mins

Falafelbaren är verkligen bra, men det finns många andra med större utbud av veganmat som också säljer Falafel. Seyhmus vid Hornstull exempelvis och Hermitage på Stora Nygatan i Gamla Stan. Falafel är enkelt att göra hemma också och ta med i matlåda till jobbet.



a campaign. Once a new level has been reached, this triggers a contact event. The precise thresholds that will apply and the activities that will be triggered will be carefully evaluated before launch. A few examples of how this will work follow:

To next contact level

650 agrees



LVL 1

Level 1 - When a certain number of users agree with a campaign, this triggers an email being sent to the company/organization that is the subject of the campaign. The email describes the purpose of the campaign, how many users have agreed with the post and includes a call for a response on the social media platform.

To next contact level

10k agrees



LVL 2

Level 2 - As the campaign grows and even more users interact with it, this triggers automated advertising about the campaign on other social media to ensure increased spread. This could be an automatically generated article that is shared on social media. The article would be marketed through paid advertising

aimed at key target groups, such as Facebook members that have liked the company the campaign focuses on.

To next contact level

2.5k agrees



LVL 3

Level 3 - Interest in the campaign grows and once it reaches level 3, this triggers the creation of a short social media film that generates further interest in the campaign. This can then be spread virally and marketed through paid advertising.

Gamification – user points

Users themselves also collect points and can achieve different levels, which encourages a high rate of activity. As the user level increases, the trust the user enjoys on the social network also increases which unlocks more functionality, such as the ability to moderate and carry out voluntary tasks. Examples include helping to market campaigns.

Rating

The social network's central feedback loop means that public companies, organizations and other decision-makers become the target of user activity on the network. This means that these organizations have a public profile in the network, where campaigns and any activity aimed at the operator appear. This produces an overall rating that indicates how credible

We Don't Have Time's users consider the operator to be in relation to climate action and sustainability. Companies, organizations and other operators with a public profile will be encouraged to activate their accounts so that they can maintain dialogue with users, communicate their sustainability work etc. The hypothesis is that active and receptive organizations that actively participate in shaping conversation on the We Don't Have Times platform and that take sustainability seriously will acquire a better overall rating by the platform's users. This means that user activity also has a clear indirect impact.

The Campaign score indicates the overall member assessment as a distribution between Climate Hearts, Climate Bombs and Lightbulbs. More information on the subjects of various campaigns can be found under the relevant tabs.

Because the network wants to encourage all organizations to respond to criticism, significant emphasis is placed on measuring their **Respond score**. This rates operators on a scale of 1 - 5 in terms of how active they are in responding to user posts. This is then evaluated in relation to how many users agree that an operator has provided a good response by clicking "I agree".

The certifications tab indicates which certificates an operator holds, e.g. We Don't Have Time's proprietary "Climate Friendly Employees™" or other certificates issued by external organizations such as Nordic Swan environmental certification.

Public website

Certification and campaigns will also be visible on the public website without requiring log-in.

Campaigns that are aimed at a company will also have a public campaign website where anyone can click "I agree" without having to register a social network account. All that's required is the email address of the person signing the campaign. This allows campaigns that have been started on the social network to gain extensive viral spread online in other social media channels. This method is currently used by major advocacy sites such as care2.com, Avaaz.org and SumOfUs.org.

Söderberg & Partners
Stockholm, Sweden

12 Following 23.4k Followers

Campaign score

Respond score
4.2

9.1k 4.7k 1.6k

4.7k 800

Rank 3 of 572 financial advisors in Sweden

Certifications

Climate Positive Employees
1 628 employees

Feed Love Ideas Bombs

Söderberg & Partners
5 min · Stockholm

Climate Positive Employees
Vi är stolta över att vara Sveriges första finansanalytiker som har klimatpositiva anställda. Våra 1628 anställdas CO2-utsläpp kompenseras till 200% vilket betyder att vi kompenserar motsvarande 24 318 ton CO2/år.

Sverige ledande finansiella Sverige ledande



WeDontHaveTime AB (publ)

Address: c/o Norrsken House, Birger Jarlsgatan 57 c, 113 56 Stockholm
Tel: +46 73 633 29 10

Financial advisor

Naventus Corporate Finance AB
Strandvägen 7A, 114 56 Stockholm
Tel: +46 8 660 90 91

Legal advisor

Setterwalls Advokatbyrå AB
Box 1050, 101 39 Stockholm
Visitors: Sturegatan 10
Tel: +46 8 598 890 00

Issuing institute

Aktieinvest FK AB
113 89 Stockholm

Auditor

Ernst och Young AB
Jakobsbergsgatan 24, 111 44 Stockholm

www.wedonthavetime.org