

Announcement of the Initial Public Offering of Shares of TextMagic AS

TextMagic AS (registry code 16211377, address Mõisa 4, Tallinn, Estonia; the “**Company**”), hereby announces the initial public offering (IPO) of its shares (the “**Offering**”). The Offering will be carried out on the basis of the company description prepared by the Company and available at <https://investor.textmagic.com> (the “**Company Description**”). Full details of the Offering are set out in the Company Description. The Company Description has been prepared in accordance with the rules and regulations established by Nasdaq Tallinn AS (the “**Exchange**”) for the First North MTF.

Key terms of the Offering

With the Offering the Company aims to raise up to 2.5 million euros by the issue of up to 500,000 new ordinary shares (the “**Offer Shares**”). The Company intends to use the funds raised from the Offering to finance development of its new customer engagement platform Touchpoint and for other business developments.

The Offering comprises of an offering of the Offer Shares to retail and institutional investors in Estonia. In addition to the Offering, the Company may offer the Offer Shares to institutional investors from outside of Estonia in the European Union member states, provided that such investors can be considered qualified investors within the meaning of Article 2(e) of EU Regulation 2017/1129 (the “**Prospectus Regulation**”).

The subscription period for the Offer Shares commences on 29 November 2021 at 10:00 (Estonian time) and ends on 9 December 2021 at 16:00 (Estonian time) (the “**Offer Period**”), unless the Offering is postponed or cancelled.

The price which shall be paid for subscribing the Offer Share (the “**Offer Price**”) is EUR 5.00 per Offer Share.

An investor wishing to subscribe for the Offer Shares must have a securities account with a Nasdaq CSD Estonian branch account operator and submit a subscription undertaking during the Offer Period for subscription of the Offer Shares in accordance with the terms of the Offering. Please see the list of account operators here: <https://nasdaqcsd.com/list-of-account-operators/>.

The expected timetable of the Offering is as follows:

29 November 2021 at 10:00 (Estonian time)	Offer Period commences
9 December 2021 at 16:00 (Estonian time)	Offer Period ends
On or about 10 December 2021	Announcement of the results of the Offering
On or about 14 December 2021	Settlement of the Offering
On or about 15 December 2021	First day of trading on First North MTF

Listing and Admission to Trading

The Company has filed an application with the Exchange for admission to trading of all of the Company’s shares, including the Offer Shares (the “**Shares**”), on the Exchange’s First North MTF. The trading of the Shares is expected to commence on or about 15 December 2021.

Accessibility of Company Description

The Company Description in English is available in electronic form as of the date of this announcement on the website of the Company (<https://investor.textmagic.com>).

Before making an investment decision, investors should read the Company Description and if necessary, consult with a person specializing in advising on such investments.

Further enquiries:

Priit Vaikmaa

CEO of TextMagic AS

[priit.vaikmaa@textmagic.biz]

<https://investor.textmagic.com>

****** IMPORTANT INFORMATION ******

This announcement is an advertisement and not a proposal or invitation to subscribe for or invest in the Shares. This advertisement is not a prospectus for the purposes of the Prospectus Regulation. Participation in the Offering, subscription for and investing on the secondary market in Shares carries certain risks. Prospective investors are advised to read the Company Description fully before making any investment decision. An expert should be consulted if necessary. The shares of the Company are offered publicly only in Estonia. The Company Description is available on the website of the Company at <https://investor.textmagic.com>. The Company Description is not a prospectus in the meaning of the Prospectus Regulation.

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