Notice of Extraordinary General Meeting in Sleep Cycle AB (publ)

The shareholders of Sleep Cycle AB (publ) ("Sleep Cycle"), reg. no. 556614-7368, are hereby invited to attend the Extraordinary General Meeting (the "EGM") to be held on 5 August 2026 at 10.00 CEST at Mannheimer Swartling's premises at Norrlandsgatan 21 in Stockholm, Sweden. Admission and registration for the EGM will begin at 9.30 CEST.

Background

Snark BidCo AB ("**Snark BidCo**"), which announced on 3 July that Snark BidCo completes the offer to the shareholders of Sleep Cycle and thereby becomes the owner of 78.2 per cent of the shares and votes, has requested that the Board of Directors issue a notice to an EGM to address the matters that are set out in the proposed agenda. Snark BidCo has informed Sleep Cycle that Snark BidCo will revert with its proposed resolutions for the requested item 9 on the proposed agenda in connection with the EGM, at the latest, and will be prepared to present its proposals at the EGM. All current board members have announced that they will resign no later than at the extraordinary general meeting.

Right to participate and notification

Attending the meeting venue

A person who wishes to attend the meeting venue in person or by proxy must

- be listed as a shareholder in the presentation of the share register prepared by Euroclear Sweden AB concerning the circumstances on 28 July 2026; and
- give notice of its participation no later than 30 July 2026 by mail to Sleep Cycle AB (publ), c/o Euroclear Sweden AB, Box 191, 101 23 Stockholm, Sweden, by phone +46 (0)8-402 91 33, by email to generalmeetingservice@euroclear.com or through the Euroclear's website, https://www.euroclear.com/sweden/generalmeetings/. Upon the notification of participation, the shareholder must state name/business name, personal or corporate identity number, address, telephone number and number of any assistants (not more than two).

For shareholders who wish to be represented by a proxy, a written and dated power of attorney signed by the shareholder must be issued for the representative. Form of proxy is available on Sleep Cycle's website, https://investors.sleepcycle.com/en/. If the shareholder is a legal entity, certificate of incorporation, or corresponding authorisation document for the legal entity, must be attached. In order to facilitate the registration at the meeting, the power of attorney together with any registration certificate and other authorisation documents should be sent to the company at the address set out above in connection with the notice of participation.

Nominee-registered shares

In order to be entitled to participate in the EGM, a shareholder whose shares are registered in the name of a nominee must, in addition to giving notice of its participation in the EGM, register its shares in its own name so that the shareholder is listed in the presentation of the share register as of 28 July 2026. Such registration may be temporary (so-called voting rights registration), and request for such voting rights registration shall be made to the nominee, in accordance with the nominee's routines, at such a time decided by the nominee. Voting rights registrations that have been made by the nominee no later than 30 July 2026 will be taken into account in the presentation of the share register.

Agenda

1. Opening of the meeting
2. Election of Chairperson of the meeting
3. Preparation and approval of the voting register
4. Approval of the agenda
5. Election of persons to approve the minutes
6. Determination of whether the meeting has been duly convened
7. Determination of the number of Board members
8. Determination of fees to the Board members
9. Election of members of the Board of Directors and chairman of the Board of Directors
10. Closing of the meeting

Proposals

Election of Chairperson of the meeting (item 2)

Snark BidCo has proposed that attorney Aleksander Ivarsson shall be appointed as chairman of the general meeting.

Preparation and approval of the voting register (item 3)

The voting list proposed for approval is the voting list drawn up by the company, based on the EGM register of shareholders and shareholders having given notice of participation and being present at the meeting venue.

Determination of the number of Board members (item 7)

Snark BidCo has proposed that the Board of Directors shall consist of five (5) members with no deputy members.

Determination of fees to the Board members (item 8)

Snark BidCo has proposed that, for the period until the end of the next Annual General Meeting, remuneration to the Board members shall be paid in the amount of SEK 500,000 to the Chairperson (compared with SEK 770,000 as resolved at the previous

Annual General Meeting) and SEK 250,000 to each of the other members (compared with SEK 304,000 as resolved at the previous Annual General Meeting). No separate remuneration shall be paid for committee work.

Shares and votes

The total number of shares and votes in the company is 20,277,563. The company does not hold any own shares.

Questions and shareholders' right to receive information

The Board of Directors and the CEO shall, if any shareholder so requests and the Board of Directors believes that it can be done without material harm to the company, provide information at the EGM regarding circumstances that may affect the assessment of an item on the agenda. Shareholders are welcome to submit questions in advance by mail to Sleep Cycle AB (publ), "EGM 2026", Drakegatan 10, 412 50 Gothenburg, Sweden or by email to investor@sleepcycle.com.

Available documentation

Form of proxy are available on the company's website https://investors.sleepcycle.com/en/.

The documents will be sent free of charge to shareholders who so request and state their address.

Processing of personal data

For information on how your personal data is processed, see https://www.euroclear.com/dam/ESw/Legal/Privacy-notice-bolagsstammor-engelska.pdf.

If you have questions regarding our processing of your personal data, you can contact us by emailing privacy@sleepcycle.com. Sleep Cycle AB (publ) has company registration number 556614-7368 and the Board's registered office is in Gothenburg.

Gothenburg in July 2026
Sleep Cycle AB (publ)
The Board of Directors