



PRESS RELEASE

Ad hoc Announcement pursuant to Art. 53 SIX Listing Rules

Extraordinary General Meeting for change of company name and corporate purpose, share split of registered shares, creation of conditional share capital, and election of two new members to the Board of Directors

Baar, 03 November 2021

To be able to implement the planned next steps in the development of the company, the Board of Directors will propose the following motions at an Extraordinary General Meeting scheduled for 24 November 2021.

The Board of Directors proposes that the name of the company be changed from New Value AG to Talenthouse AG (Talenthouse SA), and that the company's corporate purpose be changed from an investment to an operating company.

The Board of Directors proposes to increase the number of shares of the company by splitting the existing registered shares with restricted transferability and a par value of CHF 1.00 in a ratio of 1:10, so that all shares will have the same par value of CHF 0.10 and there will no longer be any voting shares. Subject to approval by the shareholders, the stock split is expected to be carried out on 26 November 2021. The shareholders' resolutions regarding company name change, change of corporate purpose and single class of registered shares are expected to be conditional upon the approval of the respective prospectus by the Review Body of SIX Exchange Regulation AG and the approval of the application for listing and admission to trading of the splitted shares on SIX Swiss Exchange by the Admission Board of SIX Exchange Regulation AG.

The Board of Directors also proposes the creation of additional conditional capital of CHF 17 million. This conditional capital is intended to expand the company's range of possible forms of fundraising and thus provide increased flexibility.

Finally, the Board of Directors proposes that Clare McKeeve and Scott Lanphere are elected as members of the Board of Directors for a term of office until the end of the next annual general meeting.

About Clare McKeeve

Clare McKeeve, a British citizen, and Fellow Chartered Accountant, has been a member of the Board of Directors of TLNT Holdings SA and its various subsidiaries since January 2019. Clare has gained over 23 years of financial markets experience working in London, 18 of which were in private equity. In 2010, Clare joined Macquarie Capital and took on the role of COO for EMEA.

In 2014, she founded a dedicated consumer brand firm that helped clients raise capital and develop high-end and premium brand businesses. The company managed more than 10 investments.

Clare took over the reins of Talenthouse Group in 2019. Since then, she achieved to build an impressive team and managed the highly complex transition of the client base. She successfully integrated Ello and Zooppa and the two teams into the Talenthouse family and led the acquisitions of Jovoto and EyeEm.

About Scott Lanphere

Scott Lanphere, a US citizen, founded and led TLNT Holdings SA before stepping down to lead the transaction that created Talenthouse AG. Scott has held over 45 directorships and has been particularly successful in growing businesses through acquisitions and through the transformative adoption of leading digital methodologies that leverage existing infrastructure to significantly impact the operating characteristics and growth of businesses.

Scott was a partner at Advent International, having started as an analyst in 1987. He became a partner at Deutsche Bank (Morgan Grenfell) in late 1998, and four years later started his own private equity business with the formation of Eaton Gate Limited, a private capital and advisory firm that counted JP Morgan, Newscorp, TDIC (UAE Sovereign), Exor and the Saudi Arabian Pension Fund among its clients. Scott is the founder and chairman of OmniOne SA, an innovative fintech banking investment, and a director and chairman of Quest Digital Ltd.

About New Value

New Value, listed on the SIX Swiss Exchange, invests directly in private companies with above-average market and growth potential. The focus is on companies in the field of digital business models. New Value engages in active value management with the aim of further developing its holdings and thus increasing their value.

Stock exchange listings:	SIX Swiss Exchange (www.six-swiss-exchange.com)
Ticker symbol	NEWN (CH)
Security number	1 081 986
ISIN	CH0010819867
Contact	New Value AG, Zugerstrasse 8a, CH-6340 Baar, Switzerland Investor Relations: Scott Lanphere investor@talenthouse.com Media Relations: Brigitte Kaps Phone +41 43 344 38 38 or Mob +41 79 289 2042 Brigitte@talenthouse.com

Information/ downloads

www.newvalue.ch Email: info@newvalue.ch