

PRESS RELEASE
GULDADAM HOLDING AB

GuldAdam carries out a fully underwritten Rights Issue of shares with an Over Subscription Option

Stockholm - October 4, 2013: The Board of Directors of GuldAdam Holding AB (publ) has decided to issue new shares with preferential rights for existing shareholders of not more than MSEK 14.

The issue of new shares (the "Rights Issue") is fully underwritten via subscription undertakings and underwriting commitments. In addition to the Rights Issue, the GuldAdam Board of Directors has decided to add an over subscription option which includes a share issue of no more than MSEK 5.6 where those who have subscribed for shares in the Rights Issue, but have not been allotted all shares subscribed for, are entitled to participate. It is however the GuldAdam Board's full discretionary right to decide whether or not the over subscription option should be exercised, meaning that the Board may decide to cancel the share issue within the over subscription option and thus not allot any shares within the over subscription option.

The total proceeds from the Rights Issue, including the over subscription option if exercised, will be MSEK 19.6 before transaction costs if fully subscribed.

GuldAdam's two largest shareholders who directly or indirectly controls approximately 73 percent of the share capital and votes in the company have entered into a so called lock-up undertaking with GuldAdam's financial adviser, Mangold Fondkommission AB, under which the shareholders undertakes not to sell their shares on the market during a period of 12 months.

The GuldAdam Board has also decided to issue no more than 132,518 shares, with deviation from the shareholders' preferential rights, to Aengsalv AB, who may pay for subscribed shares by set-off of claim. For more information about the share issue to Aengsalv AB please see separate press release.

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Summary

- A Rights Issue of shares with preferential rights for existing shareholders in GuldAdam of MSEK 14.0. Shareholders will receive one (1) subscription right for each, on the record date, owned share. Two (2) subscription rights entitle the holder to subscribe for one (1) new share in GuldAdam.
- Over subscription option to issue additional shares, with deviation from the shareholders preferential rights, to those who have subscribed for shares in the Rights Issue, but has not been allotted all shares subscribed for, of MSEK 5.6.
- The subscription price in the Rights Issue and the over subscription option is SEK 1.40 per share.
- Subscription undertakings of approximately 46.4 percent of the Rights Issue have been entered into by existing shareholders of the Company and underwriting commitments of approximately 53.6 percent from external investors, making the Rights Issue fully underwritten.
- The record date for the Rights Issue is Thursday, October 10, 2013 and the subscription period from October 14, 2013 up until and including October 30, 2013 or such later date as decided by the Board of Directors.

Background and reasons for the Rights Issue

GuldAdam Holding AB is a spin off from the Gold Adam AG group, which started its operations in Finland in 2009. Four years later, GuldAdam Holding AB has more than 40 shops in Denmark, Norway, and Sweden. The Company has become Scandinavia's largest player in the industry. In 2013, GuldAdam established its new business strategy focusing on franchise shops and partnership shops to meet the changing market conditions.

According to GuldAdam's analysis of the market, there is scrap gold with a value of approximately SEK 67 billion in Scandinavia. The market for gold buyers has seen a growth in both number of companies and number of shops and shopping sites. Due to the rapid growth of participants, GuldAdam considers it likely that the industry faces a consolidation.

GuldAdam has planned a Rights Issue to expand its number of gold purchase spots through investments in both new markets and increased activity through shops, partnership shops and touring. The Rights Issue will be the foundation for GuldAdam's expansion and will furthermore help the Company to increase its marketing activities in order to retain its position as the largest and most reliable gold player on the Scandinavian market.

Main terms

The Board of Directors of GuldAdam has decided, pursuant to the authorization from a shareholders' meeting, to issue new shares with preferential rights for existing shareholders of MSEK 14.0. In addition to the Rights Issue, the GuldAdam Board has decided on an over subscription option to those who have subscribed for shares in the Rights Issue, but has not been allotted all shares subscribed for. It is the GuldAdam Board's full discretionary right to decide whether or not the over subscription option should be exercised

Rights Issue

Those who are registered as shareholders in GuldAdam on the record date for the Rights Issue on October 10, 2013, shall have preferential rights that for two (2) shares subscribe for one (1) new share at the subscription price of SEK 1.40 per share. The subscription period is October 14 to October 30, 2013. The maximum number of shares that can be issued in the Rights Issue is 10,000,000 shares.

The Over Subscription Option

The GuldAdam Board has decided to combine the Rights Issue with an over subscription option, involving an issue of shares to those who have subscribed for shares in the Rights Issue, but has not been allotted all shares subscribed for. The subscription price in the over subscription option equals the price in the Rights Issue, i.e SEK 1.40 per share. In the event that all shares in the Over Subscription Option are subscribed for, and the GuldAdam Board decides to exercise the option, the number of shares in GuldAdam will increase by 4,000,000 shares to a total number of shares of 34,000,000, after the completion of the Rights Issue.

Time schedule

- The Record Date will be October 10, 2013
- Last day of trading in GuldAdam's shares including the right to participate in the Rights Issue will be October 7, 2013.
- First day of trading in GuldAdam's shares excluding the right to participate in the Rights Issue will be October 8, 2013.
- The subscription period for the Rights Issue will take place during the period October 14, 2013 until October 30, 2013.
- Trading in subscription rights will take place during the period October 14, 2013 until October 25, 2013.

Financial and legal advisors

Mangold Fondkommission AB is the financial adviser and Advokatfirman Westermark Anjou AB is the legal advisor in the Rights Issue.

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GuldAdam Holding AB is the largest Scandinavian gold buyer. The company gives customers easy access to gold valuation via our operations throughout Scandinavia, franchised and company-owned shops, partnership through third-party shops, as well as web/postal services. GuldAdam Holding AB are registered at the Swedish Equities Market Place AktieTorget AB under the short name GULA.

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This press release does not contain or constitute an invitation or an offer to acquire, subscribe for or otherwise trade in shares, subscription rights or other securities in GuldAdam. Any invitation to the persons concerned to subscribe for shares in GuldAdam will only be made through the Information Memorandum that GuldAdam intends to publish. The Information Memorandum will contain, among other things, financial statements as well as detailed information regarding GuldAdam's Board of Directors and Management.

Neither of the subscription rights, the BTAs (interim shares) or the new shares will be registered in accordance with the Securities Act or any provincial act in Canada and may not be transferred or offered for sale in the United States or Canada or to persons resident there or on account of such persons other than in such exceptional cases that do not require registration in accordance with the Securities Act or any provincial act in Canada.

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