



The Native SA Expands Shareholders Base, Pays Interest and Approves the New CHF 20M Bond Facility to Finance Further Expansion

Basel, June 20, 2018 – The Native SA, the Swiss listed e-commerce services, content marketing and blockchain technology company announces the change in key shareholdings today.

PB Invest AG, a Zurich based family office, has acquired 400,000 shares of The Native SA or a 12.9% ownership interest, and Geometry Capital, an international investment partnership, increased their ownership interest in The Native SA to 3.9% or 120,000 shares. Simultaneously, Gamechanger Capital AG, an investment vehicle of Mr. Sergey Skaterschikov, the former Chairman of The Native SA, has reduced their ownership interest in the company to 447,453 or 14.4% of The Native SA, but holds the option to increase this investment by 100,000 shares by acquiring additional shares from PB Invest AG before or on August 31, 2018. Swiss-listed Highlight Event & Entertainment AG (HLEE: SWX) is currently the largest shareholder of The Native SA with slightly under 20% ownership interest.

“We welcome increasing diversity of The Native SA shareholders’ base and are most privileged to receive the backing of PB Invest and Geometry,” commented Mr. Osman Khan, the Chairman of The Native SA.

In separate and unrelated developments, The Native SA paid interim semiannual interest on its EUR 4.31m convertible bond facility on Tuesday, June 19, and The Native SA Board of Directors has approved the CHF 20 million bond (“Bond”) to be issued by The Native SA on September 3, 2018. The Bond will have a two-year tenor, carry 6% interest and replace all of the existing debt and bond facilities of each of The Native SA and its 100% subsidiary Blockchain Lab SA. The Bond will be listed on a major European exchange, with some of the existing shareholders of The Native SA to provide at least 75% underwriting commitment for the Bond placement.

“The proceeds from the bond placement will allow for accelerated consolidation of some of our key subsidiaries and a more aggressive growth across all of our business units, while at the same time remove complexity of debt subordination and provide for significant improvement of our overall debt profile,” commented Mr. Victor Iezuitov, Chief Financial Officer of The Native SA.

Furthermore, the Board of Directors has elected Mr Alexander Gilkes as Co-CEO of The Native SA. He will together with the existing CEO, Mrs Izabela Depczyk, now Co-CEO, be responsible for the day to day management of the Company. Mr Victor Iezuitov was re-elected as CFO.

About The Native SA

The Native SA is an integrated e-commerce services, content marketing and blockchain technology company listed at the Swiss Stock Exchange (NTIV: SWX). The Company's key subsidiaries include 100% owned The Native Media Inc in New York, Blockchain Lab in Switzerland and 51% Asknet AG in Germany, as well as 15% equity investment in the New York based Paddle8 (P8H Inc) along with options allowing for acquisition of 51% economic and 75% voting interest in P8H Inc at a time of The Native SA choosing but no later than May 6, 2019.

[For more information e-mail to investor@thenative.ch](mailto:investor@thenative.ch) or visit www.thenative.ch.