

## STATEMENT REGARDING REMUNERATION FOR SENIOR MANAGEMENT

### 1. INTRODUCTION

Pursuant to section 6-16a of the Public Limited Liability Companies Act, the board of directors shall adopt a statement as to the determination of salary and other remuneration for the chief executive officer and other members of the senior management.

Section 5-6 (3) of Public Limited Liability Companies Act provides that the statement shall be considered by the annual general meeting. An advisory vote shall be held as to the guidelines of the board of directors for the determination of the remuneration of senior management. Guidelines related to benefits which are linked to the company's shares or the development of the share price of the company or of other companies within the same group must be approved by the general meeting and will be binding upon the board of directors.

The board of directors of Kid ASA will base the determination of salary and other remuneration of the chief executive officer and other members of the senior management on the following guidelines during the coming financial year.

### 2. GENERAL GUIDELINES

The overall objective of the management remuneration policy of Kid ASA is to attract, retain and motivate employees with the skills, qualifications and experience needed to maximize value creation for the company and its shareholders. Kid ASA shall offer competitive terms to senior management. Subject to this, the remuneration of the company's senior management shall as far as possible be in line with the market level for remuneration of senior management in comparable companies.

The remuneration of senior management shall not be of a size or nature which is liable to harm the company's reputation.

The remuneration of the company's senior management may in addition to a fixed salary include customary benefits in kind such as car allowance or company car, coverage of telephony and broadband costs, newspaper subscriptions etc.

The remuneration may also include pension and insurance schemes as well as severance pay entitlements.

The board of directors may establish bonus schemes for senior management. The purpose of any bonus scheme shall be to give management an incentive to contribute to value creation in the company.

### 3. REMUNERATION RELATED TO THE SHARES OR DEVELOPMENTS IN THE SHARE PRICE

There are currently no remuneration related to the share or developments in the share price. The Company will during 2016 consider an introduction of a share purchase programme from 2017. Such programme will entail that the employees of the Company are offered to buy Shares with a certain discount from the market price. The Company will have the option of acquiring shares in the market or issuing new shares to fulfil its obligations under the share purchase programme. The programme, or other remuneration linked to the company's shares or the development of the share price of the company or of other companies within the same group, will be subject to approval on the annual general meeting in 2017 or approval of an extraordinary general meeting.

### 4. REMUNERATION POLICY DURING THE LAST ACCOUNTING YEAR

The remuneration policy for senior management during 2015 has been in accordance with the principles described above with the exception of a long-term incentive program for senior management, which was terminated 31.12.2015 in relation to the IPO. The terminated incentive program is described in the prospectus, which is made available on <http://investor.kid.no>.

Information on remuneration to senior management during 2015 is included in note 6 to the annual accounts.

## Attachment 4

## 5. NEW BONUS PROGRAM FROM 2016

As part of the preparation for the Listing, the Board has resolved that the existing incentive programme will be terminated and replaced by a new incentive programme with effect from 1 January 2016. Under the new programme, the participants will receive a bonus equal to up to six months or three months' salary. The participants and the maximum levels will be decided by the Board on an annual basis. Maximum bonus will be payable if the Company reaches or exceeds 110% of the budgeted annual EBITDA on a consolidated basis. No bonus will be payable if the actual annual EBITDA falls below 80% of budget. If the actual annual EBITDA is between 80% and 110% of budget the bonus will be determined based on the following table:

Actual EBITDA as percentage of budgeted EBITDA	Percentage of maximum bonus
< 80%	0.0 %
80 %	50.0 %
85 %	58.3 %
90 %	66.7 %
95 %	75.0 %
100 %	83.3 %
105 %	91.7 %
110 %	100.0 %
>110 %	100.0 %

Bonus will only be paid to employees who are employed with the Group (without having given or received notice of termination) as of the date of payment