

PRESS RELEASE

Value8 acquires 56,8% stake in NedSense

NedSense enterprises n.v. ("**NedSense**") today announces that it was informed by Value8 N.V. ("**Value8**") that Value8 has acquired an interest of approximately 56,8% of all issued and outstanding ordinary shares of NedSense at a price of EUR 0.08 per share.

Value8 supports the proposed transaction with Ronglian Investments Limited ("**Ronglian**") and has provided NedSense with the written commitment to vote in favour of the resolution of the proposed sale of the Loft Division to Ronglian in the extraordinary general meeting of the Company that will be held on 25 February 2016 (the "**EGM**").

For further information, please contact:

Pieter Aarts

Telephone: +31(0)6 52000431

About NedSense enterprises n.v.

The NedSense portfolio is focused on the unique 3D customer experience solution LOFT. The LOFT suite allows brands to combine the physical stores with the virtual world, by creating a 3D virtual playground from a photograph of a room. LOFT is the ultimate Customer Experience Engine that allows customer to experience the brand's products in 3D, placed in their own room, at a location of their choice at any time on any device.

NedSense is listed on NYSE Euronext Amsterdam [NEDSE]. More information is available on www.nedsense.com and www.loft--nedsense.com.