

NOTICE TO THE ANNUAL GENERAL MEETING

Notice is given to the shareholders of Trainers' House Plc to the Annual General Meeting to be held on Wednesday 21 March 2012 at 12:00 a.m. at the office of the company, Niittymäentie 7, 02200 Espoo. The reception of persons who have registered for the meeting will commence at 11:30 a.m.

A. Matters on the agenda of the Annual General Meeting

At the Annual General Meeting, the following matters will be considered:

1. Opening of the Meeting
2. Calling the Meeting to order
3. Election of persons to scrutinise the minutes and to supervise the counting of votes
4. Recording the legality of the Meeting
5. Recording the attendance at the Meeting and adoption of the list of votes
6. Presentation of the annual accounts, the report of the Board of Directors and the auditor's report for 2011

-Review by the CEO

7. Adoption of the financial statements
8. Resolution on the use of the profit shown on the balance sheet and on the decrease of the share premium fund to cover incurred losses

The Board of Directors proposes to the Annual General Meeting that no dividend will be paid from the financial year 2011 and that the loss of the fiscal year shown by the parent company be transferred to the Company's profit and loss account.

The Board of Directors proposes to the Annual General Meeting that the Company's share premium fund be decreased by 8,865,877.29 euro to cover the Company's losses. The Company's share premium fund before the proposed decrease in order to cover the losses is 14,221,515.28 euro. After the proposed decrease the share premium fund would be 5,355,637.99 euro.

9. Resolution on the discharge of the members of the Board of Directors and the CEO from liability

10. Resolution on the number of members of the Board of Directors

Shareholders representing approximately 45.2 per cent of the votes of the Company have informed that they will propose to the Annual General Meeting that the number of Board members is to be five (5).

11. Resolution on the remuneration of the members of the Board of Directors

Shareholders representing approximately 45.2 per cent of the votes of the Company have informed that they will propose to the Annual General Meeting that the remuneration payable to the members of the Board of Directors remain unchanged, and that the Chairman of the Board receives a fee of EUR 3,500 and members EUR 1,500 per month.

12. Election of members of the Board of Directors

Shareholders representing approximately 45.2 per cent of the votes of the Company have informed that they will propose to the Annual General Meeting that the present members of the Board of Directors Aarne Aktan, Jarmo Hyökyvaara, Tarja Jussila, Jari Sarasvuo and Kai Seikku be re-elected for a further term.

13. Resolution on the remuneration of the Auditor

The Board of Directors proposes to the Annual General Meeting that the auditor be reimbursed according to invoice approved by the Company.

14. Election of Auditor

The Board of Directors proposes to the Annual General Meeting that Ernst & Young be re-elected as the Company's auditor.

15. Resolution on the Option Programme

The Board of Directors proposes to the Annual General Meeting that the Annual General Meeting decides on option rights to be granted to the key persons of the Company and its subsidiaries as a part of the Company's incentive programs. The main terms of the proposal are:

The Company has a weighty financial reason for the issue of stock options since the stock options are intended to form part of the incentive and commitment program for the key personnel. The maximum amount of the option rights is 5,000,000 and they entitle to subscribe for a maximum of 5,000,000 of new shares in the Company or existing shares held by the Company. The share subscription price will be entered into the invested non-restricted equity fund. The option rights will be given free of charge.

The Board of Directors will decide on the distribution of the stock options. The share subscription price for shares subscribed with the stock options shall be based on the volume-weighted average price of the Company's share in NASDAQ OMX Helsinki Oy in March 2012. The share subscription period for 2012A option rights is 1 September 2013- 31 December 2014 and for 2012B option rights 1 September 2014-31 December 2015.

16. Authorisation of the Board of Directors to decide on the issuance of shares, transfer of the Company's own shares as well as the issuance of special rights entitling to shares

The Board of Directors proposes to the Annual General Meeting that the Board of Directors be authorised to decide on issuance of shares, transfer of the Company's own shares and issuance of special rights entitling to shares in one or more tranches as follows:

The aggregate number of shares issued or transferred on the basis of the authorisation may not exceed 13,000,000 shares. The authorization would also entitle to decide on a share issue to the Company itself provided that after such shares issue the number of own shares owned by the Company shall not exceed on tenth (1/10) of all shares in the Company.

The Board of Directors shall decide on all the terms and conditions of the issuance of shares, the transfer of the Company's own shares, and the issuance of special rights entitling to shares according to Chapter 10, section 1 of the Finnish Companies Act. The authorisation concerns both the issuance of new shares as well as the transfer of the Company's own shares. The issuance of shares, the transfer of the Company's own shares and the issuance of special rights entitling to shares according to Chapter 10 section 1 of the Finnish Companies Act may be carried as a directed issue out in deviation from the

shareholders' pre-emptive rights. The authorisation is effective until 30 June 2015.

17. Closing of the meeting

B. Documents of the Annual General Meeting

The above mentioned proposals of the Board of Directors, the annual report, the report of the Board of Directors and the Auditor's report of Trainers' House Plc and this notice to the Annual General Meeting shall be available on the website of Trainers' House Plc, www.trainershouse.fi, three weeks prior to the Meeting at the latest. These documents and this notice shall be available also in the Annual General Meeting and copies of these documents and of this notice will be sent to shareholders upon request. The minutes of the Annual General Meeting shall be available at the aforementioned internet pages on 4 April 2012 at the latest.

C. Instructions for the participants in the Annual General Meeting

1. The right to participate and registration

Each shareholder, who is registered on 9 March 2012 in the shareholders' register of the Company held by Euroclear Finland Ltd., has the right to participate in the Annual General Meeting. A shareholder, whose shares are registered on his/her personal Finnish book-entry account, is registered in the shareholders' register of the Company.

A shareholder, who wants to participate in the Annual General Meeting, shall register for the Meeting by giving a prior notice of participation no later than 16 March 2012 at 10:00 a.m., by which time the registration must have arrived to the Company. Such notice can be given by mail to Trainers' House Plc, Johanna Kallio, Niittymäentie 7, 02200 Espoo or by telephone to +358 43 824 4850 or by e-mail to AGM2012@trainershouse.fi.

Registration must include the shareholder's name, personal identification number, address, telephone number and the name of a possible assistant or proxy representative and the personal identification number of a proxy representative. Personal information given to Trainers' House Plc will only be used in connection with the Annual General Meeting and with the processing of related registrations.

2. Proxy representative and powers of attorney

A shareholder may participate in the Annual General Meeting and exercise his/her rights at the Meeting by way of proxy representation. A proxy representative shall produce a dated proxy document or otherwise in a reliable manner demonstrate his/her right to represent the shareholder at the Annual General Meeting. When a shareholder participates in the Annual General Meeting by means of several proxy representatives representing the shareholder with shares at different securities accounts, the shares by which each proxy representative represents the shareholder shall be identified in connection with the registration for the Annual General Meeting. Possible proxy documents should be delivered to the above mentioned e-mail (e.g. as pdf attachment) or regular mail address before the last date for registration.

3. Holders of nominee registered shares

A holder of nominee registered shares has the right to participate in the Annual General Meeting by virtue of such shares, based on which he/she on the record date of the Annual General Meeting, i.e. on 9 March 2012, would be entitled to be registered in the shareholders' register of the company held by Euroclear

Finland Ltd.

The right to participate in the Annual General Meeting requires, in addition, that the shareholder on the basis of such shares has been temporarily registered in the shareholders' register held by Euroclear Finland Ltd, at the latest by 10:00 a.m. on 16 March 2012. As regards nominee registered shares this constitutes due registration for the Annual General Meeting. A holder of nominee registered shares is advised to request without delay necessary instructions regarding the registration in the temporary shareholders' register of the company, the issuing of proxy documents and registration for the Annual General Meeting from his/her custodian bank. The account management organization of the custodian bank will register a holder of nominee registered shares, who wants to participate in the Annual General Meeting, into the temporary shareholders' register of the company at the latest by the time stated above.

4. Other information

Pursuant to Chapter 5, Section 25 of the Companies Act, a shareholder who is present at the Annual General Meeting has the right to request information with respect to the matters to be considered at the Meeting.

At the date of this notice the total number of shares and votes conveyed by these shares in Trainers' House Plc is 68,016,704. The Company has only one class of shares and each share conveys one vote.

Helsinki 28 February 2012

TRAINERS' HOUSE PLC
THE BOARD OF DIRECTORS