

Submit application form to:
 Carnegie Investment Bank AB (publ)
 Regeringsgatan 56, 103 38 Stockholm
 Transaction Support - transactionsupport@carnegie.se
 +46 (0) 8 5886 94 83

Subscription period:	19 January – 2 February 2024
Subscription price:	1 SEK per class B share
Payment:	2 February 2024

This application form shall only be used in connection with subscription with subscription rights, where another number of subscription rights than that received on the record date, is exercised. Application form and payment must be received by Carnegie Investment Bank AB (publ) no later than 3:00 p.m. (CET) on 2 February 2024.

The undersigned hereby subscribe, in accordance with the terms of Viaplay Group's prospectus dated 16 January 2024. Payment is made in accordance with the below.

Carnegie is hereby granted a proxy to take the actions Carnegie finds necessary for the allocated shares to be transferred to a VP- or custody account belonging to the undersigned. Furthermore, it is confirmed that the undersigned have taken notice of what is specified below, under "Important information".

The undersigned has taken note of what is stated in the prospectus and is aware of, and acknowledges that:

- Eleven (11) subscription rights will be received for each existing share (irrespective of the share class)
- One (1) subscription right entitles to subscribe for one (1) new class B share
- The subscription price is SEK 1 and subscription is effected through simultaneous payment
- No changes or additions are allowed to the printed text on the application form
- Applications forms that are incomplete, filled out incorrectly or received too late may be disregarded
- Any delayed payments, incomplete or incorrect payments may be disregarded or lead to a lower number of shares being allotted
- Payments that have not been claimed for subscription will be refunded
- The last day to subscribe and pay is 2 February 2024. Thereafter, the subscription rights will be cancelled and therefore lose their value
- The application is binding and if more than one application form is submitted by the same applicant, only the last registered will be considered
- Full subscription in the rights issue is a condition for completion of the rights issue and that there is a risk that Viaplay Group will not have sufficient funds to repay the subscription price paid for subscription for class B shares if the rights issue is not completed
- The application has not been preceded by any investment advisory or other advisory. I/we have independently made the decision to purchase shares

Details on subscription

I/we hereby subscribe for the number of shares listed below through utilisation of the below stated number of subscription rights and by simultaneous payment:

Number of exercised subscription rights	Number of newly subscribed shares	x 1 SEK	=	Amount to pay*
				SEK

One (1) subscription right entitle to
subscription of one (1) new class B share

1 SEK per subscribed class B share

The above stated subscription rights are registered in VP account number:**

VP account number: 0 0 0

****VP account (securities account)**

An account with Euroclear in the shareholder's or securities holder's own name.

***Payment instruction**

Payment for subscribed shares shall be sent to Carnegie Investment Bank AB (publ), Transaction Support, SE-103 38 Stockholm, Sweden through the bank SEB, SWIFT address: ESSEESS, IBAN: SE385000000052211000363, account number 5221 10 003 63. At payment, the subscriber's name, address, VP account number as well as reference of issue account statement must be provided.

Please note:
 The application form and the payment must have been received by Carnegie no later than 3:00 p.m. (CET) on 2 February 2024.

Summary of terms for subscription

Subscription rights are allotted to those who were registered as shareholders in Viaplay Group on the record date, 17 January 2024. Eleven (11) subscription rights will be received for each existing share in Viaplay Group. Subscription for one (1) new share of class B in Viaplay Group requires one (1) subscription right. Subscription of shares with subscription right is effected through the simultaneous payment of the subscription price of SEK 1 per class B share.

Please note that for shareholders whose holding is registered with a custodian or other nominee, subscription for new shares with subscription rights shall be made in accordance with instructions from their custodian or nominee.

Information regarding the subscriber (Please insert text)

Personal ID number/Registration number	Legal Entity Identifier, LEI*** (mandatory for legal entities)	
Family name/Company name	First name	
Postal address	Postal code and city	
E-mail address	Telephone (daytime)	
Place and date	Signature of subscriber (where applicable, parent or guardian)	Name

Information regarding guardians and authorized agents
 If investment decision are made by a guardian or authorized agent, a special form "Guardians and Authorised Agents" must be filled in and attached to the application in order for the application to be valid.

Important information:

This application form and the other documents relating to the rights issue described above do not constitute an offer to sell or a solicitation of an offer to buy or subscribe for the securities or the subscription rights of the Company in any jurisdiction where such offer would be illegal. No action has been taken, or will be taken, to permit an offer to be made to the public in any jurisdiction other than Sweden, Denmark, Finland or Norway. Apart from described below, the offer is not being made, and will not be made, directly or indirectly, to persons located, residing or organised in the United States, Australia, Canada, Japan, New Zealand, South Africa, Switzerland or in any other jurisdiction (each, a "Restricted Jurisdiction") where such offer would be illegal or would require registrations, qualifications or actions other than those required under Swedish law. Accordingly, this application form, the rights issue documents and the information contained therein are not being, and must not be, taken, sent, transmitted or distributed into or within any Restricted Jurisdiction.

In any EEA Member State other than Sweden, Denmark, Finland and Norway, this application form is only addressed to and is only directed at qualified investors in that Member State within the meaning of Regulation (EU) 2017/1129 (the "Prospectus Regulation"), i.e., only to investors who can receive the application form without an approved prospectus in, or a so-called passported prospectus into, such EEA Member State.

This application form is only being distributed to and is only directed at persons in the United Kingdom that are (i) investment professionals falling within Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005, as amended (the "Order") or (ii) high net worth entities, and other persons to whom this application form may lawfully be distributed, falling within Article 49(2)(a) to (e) of the Order, provided that they are also a qualified investor as defined in Article 2 of Regulation (EU) 2017/1129 as it forms part of the United Kingdom domestic law by virtue of the European Union (Withdrawal) Act 2018 (all such persons together being referred to as "Relevant Persons"). This application form must not be acted on or relied on by persons who are not Relevant Persons. Any investment or investment activity to which this application form relates is available only to Relevant Persons and will be engaged in only with Relevant Persons. Persons distributing this application form must satisfy themselves that it is lawful to do so.

The securities have not been, and will not be, registered under the United States Securities Act of 1933, as amended (the "Securities Act"), or the securities laws of any state or other jurisdiction in the United States, and may not be offered, subscribed for, exercised, pledged, sold, resold, granted, allotted, delivered or otherwise transferred, directly or indirectly, within or to the United States, except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act, and in compliance with applicable securities legislation in any state or other jurisdiction of the United States. There will not be any public offering of the securities in the United States.

Any subscription or purchase in violation of the above restrictions will be considered invalid.

Carnegie handles administrative information in the offer. Carnegie's receipt and handling of acceptance forms does not lead to a customer relationship between the participant in the offer and Carnegie. This means among other things that neither a so called customer categorisation nor a so called suitability assessment will be made regarding the offer.

*****Requirement of LEI-code for juridical persons**

Legal Entity Identifier (LEI) is a global identification code for legal entities that is mandatory for securities transactions. Remember to apply for registration of LEI code in good time if it is not possessed as the code needs to be stated on the application form. More information about the LEI requirements can be found on the Swedish Financial Supervisory Authority's website www.fi.se

The personal data provided in this subscription form will be processed by Carnegie to administer the application and otherwise in order for Carnegie to be able to fulfil its obligations according to the terms of this application. The personal data may be processed together with Euroclear Sweden AB's securities register since the shares will be registered in accordance with the Swedish Securities Accounts Act (Sw. lag (1998:1479) om kontoföring av finansiella instrument). Personal data may for a defined purpose – in observance of bank secrecy rules – occasionally be disclosed to other companies within the Carnegie Group or to undertakings which co-operate with Carnegie, within and outside the EU/EEA in accordance with EU's approved and appropriate protective measures. In certain cases Carnegie is also under a statutory duty to provide information, e.g., to the Swedish Financial Supervisory Authority and the Swedish Tax Agency. You may read more about how the bank processes personal data at <https://www.carnegie.se/en/personaldata/>.