



Notification of participation and form for postal voting

To be received by Viaplay Group AB (publ) c/o Euroclear Sweden AB (addresses below) no later than Wednesday 10 May 2023.

Note that shareholders whose shares are nominee-registered must register the shares in their own name in order to vote. Instructions for this can be found in the notice of the Annual General Meeting.

The shareholder set out below hereby notifies the company of its participation and exercises its voting right for all of the shareholder's shares in **Viaplay Group AB (publ)**, reg. no 559124-6847 at the Annual General Meeting on Tuesday 16 May 2023. The voting right is exercised in accordance with the voting options marked below.

Name of the shareholder	Personal identity number/registration number

Declaration (if the signatory is a legal representative of a shareholder who is a legal entity): The undersigned is a Board member, the CEO or a signatory of the shareholder and solemnly declare that I am authorized to submit this postal vote on behalf of the shareholder and that the contents of the postal vote correspond to the shareholder's decisions.

Declaration (if the signatory represents the shareholder by proxy): The undersigned solemnly declare that the enclosed power of attorney corresponds to the original and that it has not been revoked.

Telephone number	E-mail
Place and date	
Signature	
Clarification of signature	

For postal voting, proceed as follows:

- Complete the information above
- Select the preferred voting options below
- Print, sign and send the form in the original to Viaplay Group AB (publ), c/o Euroclear Sweden AB, P.O. Box 191, SE-101 23 Stockholm, Sweden or by e-mail to generalmeetingservice@euroclear.com (with reference "Viaplay Group AB Annual General Meeting 2023"). Shareholders who are natural persons may also cast their postal votes electronically through BankID verification as per instructions available on <https://anmalan.vpc.se/euroclearproxy>
- If the shareholder is a natural person who is personally voting by post, it is the shareholder who should sign under *Signature* above. If the postal vote is submitted by a proxy of the shareholder, it is the proxy who should sign. If the postal vote is submitted by a legal representative of a legal entity, it is the representative who should sign
- A power of attorney shall be enclosed if the shareholder votes by proxy. If the shareholder is a legal entity, a registration certificate or a corresponding document for the legal entity shall be enclosed with the form

Further information regarding postal voting

A shareholder cannot give any other instructions than selecting one of the options specified at each item in the form. If a shareholder wishes to abstain from voting in relation to a matter, kindly refrain from selecting an option. A postal vote in its entirety is invalid if the shareholder has provided the form with specific instructions or conditions or if pre-printed text is amended or supplemented.

Only one form per shareholder will be considered. If more than one form is submitted, the form with the latest date will be considered. The form latest received by the company will be considered if two forms are dated at the same date. An incomplete or wrongfully completed form, or a form without valid authorisation documentation, may be discarded without being considered.

The postal voting form, together with any enclosed authorisation documentation, must be received by Euroclear Sweden AB (administering the forms on behalf of Viaplay Group) no later than **Wednesday 10 May 2023**. A postal vote can be withdrawn up to and including **Wednesday 10 May 2023** by contacting Euroclear Sweden AB by e-mail to generalmeetingservice@euroclear.com (with reference "Viaplay Group AB Annual General Meeting 2023"), or by phone at +46 8-402 58 78 (Monday-Friday 9 a.m. to 4 p.m.). Shareholders who have submitted their postal vote electronically can also withdraw their postal vote through verification with BankID via Euroclear Sweden AB's website <https://anmalan.vpc.se/euroclearproxy>.

A shareholder who has postal voted may also attend the meeting venue, provided that a notice of participation to attend the meeting venue has been made in accordance with the instructions stated in the notice convening the Annual General Meeting. If the shareholder has submitted its postal vote and thereafter attends the meeting venue in person or by proxy, the postal vote remains valid unless the shareholder participates in a voting during the meeting or otherwise withdraws its postal vote. If the shareholder participates in a voting during the meeting, the vote cast will replace the previously submitted postal vote with respect to the relevant item. Please note that the postal vote does not constitute a notice of participation to attend the meeting venue in person or by proxy.

For complete proposals for resolutions, please refer to the notice of the Annual General Meeting and the other documents to the Annual General Meeting on Viaplay Group's website. The proposed resolutions set out in the notice and other documents may be changed or withdrawn. Viaplay Group AB (publ) will disclose such adjustments through a press release, after which the shareholders have the right to submit a new form.

For information on how your personal data is processed, see the integrity policy that is available at Euroclear Sweden AB's website <https://www.euroclear.com/dam/ESw/Legal/Privacy-notice-bolagsstammor-engelska.pdf> and <https://www.viaplaygroup.com/general-meetings>.

For questions, please contact Euroclear Sweden AB +46 8-402 58 78 (Monday-Friday 9 a.m. to 4 p.m.).

Annual General Meeting in Viaplay Group AB (publ) on Tuesday 16 May 2023

The voting options below comprise, if not otherwise stated in the form, the proposals submitted by the Board and the Nomination Committee included in the notice of the Annual General Meeting and the other documents to the Annual General Meeting held available on the company's website.

2. Election of Chair of the Annual General Meeting Yes No
3. Preparation and approval of the voting list Yes No
4. Approval of the agenda Yes No
5. Election of one or two persons to check and verify the minutes Yes No
6. Determination of whether the Annual General Meeting has been duly convened Yes No
10. Resolution on the adoption of the Income Statement and the Balance Sheet and the consolidated Income Statement and the consolidated Balance Sheet Yes No
11. Resolution on the adoption of the Remuneration Report Yes No
12. Resolution on the disposition of the company's result as stated in the adopted Balance Sheet Yes No
13. Resolution on the discharge of liability of the Board and the Chief Executive Officer 13 (a) Pernille Erenbjerg (Chair of the Board) Yes No 13 (b) Simon Duffy (member of the Board) Yes No 13 (c) Natalie Tydeman (member of the Board) Yes No

<p>13 (d) Anders Borg (member of the Board)</p> <p>Yes No</p> <p>13 (e) Kristina Schauman (member of the Board)</p> <p>Yes No</p> <p>13 (f) Andrew House (member of the Board)</p> <p>Yes No</p> <p>13 (g) Anders Jensen (CEO)</p> <p>Yes No</p>
<p>14. Determination of the number of members of the Board</p> <p>Yes No</p>
<p>15. Determination of the remuneration to the members of the Board and the Auditor</p> <p>15.1 Remuneration to the members of the Board</p> <p>Yes No</p> <p>15.2 Remuneration to the Auditor</p> <p>Yes No</p>
<p>16. Election of Board members</p> <p>16 (a) Pernille Erenbjerg (re-election)</p> <p>Yes No</p> <p>16 (b) Simon Duffy (re-election)</p> <p>Yes No</p> <p>16 (c) Natalie Tydeman (re-election)</p> <p>Yes No</p> <p>16 (d) Anders Borg (re-election)</p> <p>Yes No</p> <p>16 (e) Kristina Schauman (re-election)</p> <p>Yes No</p> <p>16 (f) Andrew House (re-election)</p> <p>Yes No</p>
<p>17. Election of the Chair of the Board</p> <p>Yes No</p>

18. Determination of the number of Auditors and election of Auditor	
Yes	No
19. Resolution to authorise the Board to resolve on new issue	
Yes	No
20. Resolution to authorise the Board to resolve on repurchase of own shares	
Yes	No
21. Resolutions regarding a long-term incentive plan 2023 ("LTIP 2023"), including:	
21 (a) the Board's proposal to implement a LTIP 2023	
Yes	No
21 (b) authorisation for the Board to issue Class C Shares	
Yes	No
21 (c) authorisation to resolve to repurchase own Class C Shares	
Yes	No
21 (d) transfer of own Class B shares	
Yes	No
21 (e) approval of swap agreement in relation to LTIP 2023	
Yes	No