

Proxy

Proxy form supplied by the company in accordance with Chapter 7, Section 54 a § of the Swedish Companies Act (2005:551). Shareholders who wish to be represented by proxy can use this proxy form.

The undersigned shareholder in Viaplay Group AB (publ), reg. no. 559124-6847, ("Viaplay") hereby authorises

Name of proxy	Personal identity number
Daytime phone number	Address
Postal code	Postal address

to represent and vote for all of the shares held by the undersigned in Viaplay at the Annual General Meeting on Tuesday 16 May 2023.

Name of the shareholder	Personal identity number/Corporate registration number
Daytime phone number	Place and date
Shareholder's signature	
Clarification of signature	

If the proxy is issued by a legal entity, a certified copy of a valid registration certificate or the equivalent for the legal person must be attached.

The proxy in the original together with the postal voting form and, if applicable, a registration certificate or the equivalent should be sent by post to Viaplay Group AB (publ), c/o Euroclear Sweden AB, P.O. Box 191, SE-101 23 Stockholm, Sweden and must be received by Euroclear Sweden AB no later than Wednesday 10 May 2023. A proxy form that has been submitted without the postal voting form **is not valid** as a notice of participation in the Meeting.

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>.