

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 7 May 2025.

Note that shareholders whose shares are nominee-registered must register the shares in their own name for voting purposes 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 13 May 2025. 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The undersigned solemnly declare that the enclosed power of attorney corresponds to the original and that it has not been revoked.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 original to Viaplay Group AB (publ), "AGM 2025", 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 AGM 2025"). Shareholders who are natural persons may also cast their postal votes electronically through BankID verification as per instructions available on Euroclear Sweden AB's website (<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 (who administers the forms on behalf of Viaplay Group) no later than **Wednesday 7 May 2025**. A postal vote can be withdrawn up to and including **Wednesday 7 May 2025** by contacting Euroclear Sweden AB by e-mail to generalmeetingservice@euroclear.com (with reference "Viaplay Group AB AGM 2025"), 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 for 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 in connection with the Annual General Meeting, please visit <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 13 May 2025

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 <input type="checkbox"/> No <input type="checkbox"/>
3. Preparation and approval of the voting list Yes <input type="checkbox"/> No <input type="checkbox"/>
4. Approval of the agenda Yes <input type="checkbox"/> No <input type="checkbox"/>
5. Election of one or two persons to check and verify the minutes Yes <input type="checkbox"/> No <input type="checkbox"/>
6. Determination of whether the Annual General Meeting has been duly convened Yes <input type="checkbox"/> No <input type="checkbox"/>
8. Resolution on the adoption of the Income Statement and the Balance Sheet and of the consolidated Income Statement and the consolidated Balance Sheet Yes <input type="checkbox"/> No <input type="checkbox"/>
9. Resolution on the treatment of the company's earnings as stated in the adopted Balance Sheet Yes <input type="checkbox"/> No <input type="checkbox"/>
10. Resolution on the discharge of liability of the Board members and the Chief Executive Officer for the financial year of 2024: 10 (a) Simon Duffy, Board member and Chair of the Board Yes <input type="checkbox"/> No <input type="checkbox"/> 10 (b) Natalie Tydeman, Board member (until expiration of directorship) Yes <input type="checkbox"/> No <input type="checkbox"/>

10 (c) Anders Borg, Board member (until expiration of directorship)

Yes No

10 (d) Kristina Schauman, Board member (until expiration of directorship)

Yes No

10 (e) Andrew House, Board member (until expiration of directorship)

Yes No

10 (f) Andrea Gisle Joosen, Board member

Yes No

10 (g) Erik Forsberg, Board member

Yes No

10 (h) Katarina Bonde, Board member

Yes No

10 (i) Maxime Saada, Board member

Yes No

10 (j) Jacques du Puy, Board member

Yes No

10 (k) Anna Bäck, Board member

Yes No

10 (l) Didier Stoessel, Board member

Yes No

10 (m) Annica Witschard, Board member

Yes No

10 (n) Jørgen Madsen Lindemann, Chief Executive Officer

Yes No

11. Determination of the number of members of the Board

Yes No

12. Determination of the remuneration to the members of the Board and the Auditor

12 (a) Remuneration to the members of the Board

Yes No

12 (b) Remuneration to the Auditor

Yes No

13. Election of Board members

13 (a) Simon Duffy (re-election, proposed by the Nomination Committee)

Yes No

13 (b) Andrea Gisle Joosen (re-election, proposed by the Nomination Committee)

Yes No

13 (c) Erik Forsberg (re-election, proposed by the Nomination Committee)

Yes No

13 (d) Katarina Bonde (re-election, proposed by the Nomination Committee)

Yes No

13 (e) Maxime Saada (re-election, proposed by the Nomination Committee)

Yes No

13 (f) Jacques du Puy (re-election, proposed by the Nomination Committee)

Yes No

13 (g) Anna Bäck (re-election, proposed by the Nomination Committee)

Yes No

13 (h) Didier Stoessel (re-election, proposed by the Nomination Committee)

Yes No

13 (i) Annica Witschard (re-election, proposed by the Nomination Committee)

Yes No

14. Election of the Chair of the Board

Yes No

15. Determination of the number of Auditors and election of Auditor

Yes No

16. Resolution on the Nomination Committee

Yes No

17. Resolution on the adoption of the Remuneration Report

Yes No

18. Resolutions regarding a long-term incentive plan 2025 ("LTIP 2025")

18 (a) the Board's proposal to implement LTIP 2025

Yes No

18 (b) authorisation for the Board to resolve to repurchase own class B shares

Yes No

18 (c) transfer of own class B shares

Yes No

18 (d) approval of a swap agreement with a third party in relation to LTIP 2025

Yes No