



Notice to the Annual General Meeting

The shareholders of Viaplay Group AB (publ) ("Viaplay Group"), reg. no. 559124-6847, are hereby given notice of the Annual General Meeting to be held on Tuesday 13 May 2025 at 10:00 CEST at Viaplay Group's Head Office, Ringvägen 52, SE-118 67 Stockholm, Sweden. Entry and registration for the Annual General Meeting will commence at 09:30 CEST on the same date. Shareholders may also exercise their voting rights at the Annual General Meeting by postal voting in accordance with the provisions of Viaplay Group's Articles of Association.

NOTICE ETC.

Shareholders who wish to exercise their voting rights at the Annual General Meeting shall:

- be registered in the share register kept by Euroclear Sweden AB ("Euroclear") on Monday 5 May 2025 or, if the shares are registered in the name of a nominee, request that the nominee registers the shares in the shareholder's own name for voting purposes in such time that the registration is completed no later than on Wednesday 7 May 2025; and
- give notice of participation no later than Wednesday 7 May 2025 in accordance with the instructions below.

PARTICIPATION BY ATTENDING THE MEETING VENUE

Shareholders who wish to exercise their voting rights by attending the meeting venue in person or by proxy must give notice of participation no later than Wednesday 7 May 2025, on Euroclear's website at <https://anmalan.vpc.se/euroclearproxy>, by telephone +46 (0)8-402 58 78, or by post to Viaplay Group AB (publ), "AGM 2025", c/o Euroclear Sweden AB, P.O. Box 191, SE-101 23 Stockholm, Sweden. Shareholders shall in their notice of participation state their name, personal identification number or company registration number, address, telephone number, and advisors, if any. Shareholders represented by a proxy or a representative should send documents of

authorisation to the address above well in advance of the Annual General Meeting. A template proxy form is available on Viaplay Group's website at <https://www.viaplaygroup.com/general-meetings>.

PARTICIPATION BY POSTAL VOTING

Shareholders who wish to exercise their voting rights through postal voting in advance must give notice of participation by casting their postal vote so that the postal vote is received by Euroclear (that administers the forms on behalf of Viaplay Group) no later than Wednesday 7 May 2025. A designated form is available on Viaplay Group's website at <https://www.viaplaygroup.com/general-meetings> and shall be used for postal voting. Additional instructions and conditions are provided in the postal voting form. The completed and signed form must be received by Euroclear (that administers the forms on behalf of Viaplay Group) no later than Wednesday 7 May 2025. The completed form shall be sent electronically, either by signature with BankID in accordance with the instructions at <https://anmalan.vpc.se/euroclearproxy> or by sending the completed and signed form by e-mail to generalmeetingservice@euroclear.com. The completed and signed form can also be sent by post to Viaplay Group AB (publ), "AGM 2025", c/o Euroclear Sweden AB, P.O. Box 191, SE-101 23 Stockholm, Sweden. If a shareholder submits a postal vote in advance by proxy, a power of attorney shall be enclosed with the form. A proxy form is available on Viaplay Group's website at <https://www.viaplaygroup.com/general-meetings>. If the shareholder is a legal entity, a certificate of registration or other authorisation document shall be attached to the form.

Anyone who wishes to attend the meeting venue in person or by proxy must notify this in accordance with the instructions given under the heading "Participation by attending the meeting venue" above. This means that a notice of participation only by postal voting is not sufficient for those who wish to attend the meeting venue.

PROPOSED AGENDA

1. Opening of the Annual General Meeting.
2. Election of Chair of the Annual General Meeting.
3. Preparation and approval of the voting list.
4. Approval of the agenda.
5. Election of one or two persons to check and verify the minutes.
6. Determination of whether the Annual General Meeting has been duly convened.
7. Presentation of the Annual Report, the Auditor's Report and the consolidated financial statements and the Auditor's Report on the consolidated financial statements.
8. Resolution on the adoption of the Income Statement and the Balance Sheet and of the consolidated Income Statement and the consolidated Balance Sheet.
9. Resolution on the treatment of the company's earnings as stated in the adopted Balance Sheet.
10. Resolution on the discharge of liability of the Board members and the Chief Executive Officer for the financial year of 2024:
 - (a) Simon Duffy, Board member and Chair of the Board;
 - (b) Natalie Tydeman, Board member (until expiration of directorship);
 - (c) Anders Borg, Board member (until expiration of directorship);
 - (d) Kristina Schauman, Board member (until expiration of directorship);
 - (e) Andrew House, Board member (until expiration of directorship);
 - (f) Andrea Gisle Joosen, Board member;
 - (g) Erik Forsberg, Board member;
 - (h) Katarina Bonde, Board member;
 - (i) Maxime Saada, Board member;
 - (j) Jacques du Puy, Board member;
 - (k) Anna Bäck, Board member;
 - (l) Didier Stoessel, Board member;
 - (m) Annica Witschard, Board member; and
 - (n) Jørgen Madsen Lindemann, Chief Executive Officer.
11. Determination of the number of members of the Board.
12. Determination of the remuneration to the members of the Board and the Auditor.
13. Election of Board members:
 - (a) Simon Duffy (re-election, proposed by the Nomination Committee);
 - (b) Andrea Gisle Joosen (re-election, proposed by the Nomination Committee);
 - (c) Erik Forsberg (re-election, proposed by the Nomination Committee);
 - (d) Katarina Bonde (re-election, proposed by the Nomination Committee);
 - (e) Maxime Saada (re-election, proposed by the Nomination Committee);
 - (f) Jacques du Puy (re-election, proposed by the Nomination Committee);
 - (g) Anna Bäck (re-election, proposed by the Nomination Committee);
 - (h) Didier Stoessel (re-election, proposed by the Nomination Committee); and
 - (i) Annica Witschard (re-election, proposed by the Nomination Committee).

14. Election of the Chair of the Board.
15. Determination of the number of Auditors and election of Auditor.
16. Resolution on the Nomination Committee.
17. Resolution on the adoption of the Remuneration Report.
18. Resolutions regarding a long-term incentive plan 2025 ("**LTIP 2025**") including:
 - (a) the Board's proposal to implement LTIP 2025;
 - (b) authorisation for the Board to resolve to repurchase own class B shares;
 - (c) transfer of own class B shares; and
 - (d) approval of a swap agreement with a third party in relation to LTIP 2025.
19. Closing of the Annual General Meeting.

RESOLUTIONS PROPOSED BY THE NOMINATION COMMITTEE

Election of Chair of the Annual General Meeting (item 2)

The Nomination Committee proposes that Fredrik Palm, member of the Swedish Bar Association active at Gernandt & Danielsson, is elected as Chair of the Annual General Meeting.

Determination of the number of members of the Board as well as election of Board members and the Chair of the Board (items 11, 13 (a)-(i) and 14)

The Nomination Committee proposes that the Board shall consist of nine members.

The Nomination Committee proposes that, for the period until the end of the next Annual General Meeting, Simon Duffy, Andrea Gisle Joosen, Erik Forsberg, Katarina Bonde, Maxime Saada, Jacques du Puy, Anna Bäck, Didier Stoessel, and Annica Witschard shall be re-elected as members of the Board.

The Nomination Committee proposes that Simon Duffy is re-elected as Chair of the Board.

Determination of the remuneration to the members of the Board and the Auditor (item 12)

The Nomination Committee proposes unchanged remuneration per member level for the period until the end of the next Annual General Meeting in accordance with the following:

- SEK 1,570,000 to the Chair of the Board;
- SEK 540,000 to each of the other members of the Board;
- SEK 275,000 to the Chair of the Audit Committee and SEK 140,000 to each of the other members of the Audit Committee; and
- SEK 165,000 to the Chair of the Remuneration Committee and SEK 65,000 to each of the other members of the Remuneration Committee.

The Nomination Committee proposes that remuneration to the Auditor shall be paid in accordance with approved invoices.

Determination of the number of Auditors and election of Auditor (item 15)

In accordance with the Audit Committee's recommendation, the Nomination Committee proposes that the company shall have one registered accounting firm as Auditor, and that the registered accounting firm KPMG AB shall be re-elected as Auditor until the end of the next Annual General Meeting. KPMG AB has informed Viaplay Group that the authorised public accountant Tomas Gerhardsson will continue as auditor-in-charge if KPMG AB is re-elected as Auditor.

Resolution on the Nomination Committee (item 16)

The Nomination Committee proposes that the Annual General Meeting resolves to adopt the following procedure for the Nomination Committee to be applied until the next Annual General Meeting.

Procedure of the Nomination Committee

The work of preparing proposals to Viaplay Group AB's (publ) Annual General Meeting regarding the Board and auditor, in the case that an auditor should be elected, and their remuneration, Chair of the Annual General Meeting and the procedure for the Nomination Committee shall be performed by a Nomination Committee. This procedure shall apply until the next Annual General Meeting.

The Nomination Committee will be formed during September in consultation with the largest shareholders of the company as of the last business day in August. The Nomination Committee shall consist of at least three members. The three largest shareholders will be asked to appoint one member each, and if any of these shareholders decline to appoint a member, their right to appoint a member is transferred to the next largest qualified shareholder until the earlier of (i) at least three members of the Nomination Committee have been appointed, or (ii) a total of ten shareholders have been approached. The Chair of the Board will also be a co-opted member of the Nomination Committee and will act as its convenor. The members of the Nomination Committee will appoint the Committee's Chair at their first meeting.

The name of the members of the Nomination Committee and the shareholders they represent shall normally be made public on the company's website at the latest six months prior to the Annual General Meeting.

The Nomination Committee is appointed for a term of office commencing at the time of its formation and ending when a new Committee is formed. If a member resigns during the Committee term, the Committee may choose to appoint a new member. The shareholder that appointed the resigning member shall in such case be asked to appoint a new member, provided that the shareholder still is one of the largest shareholders in the company. If that shareholder declines participation on the Nomination Committee, the Committee may choose to ask the next largest qualified shareholder to participate (the Chair shall however continue to contact the shareholders that are next in line if required to form a Nomination Committee composed of three members, including the Chair of the Board). In the event of changes to the ownership structure of the company, the Committee may choose to amend its composition in order to ensure that the Committee appropriately reflects the ownership of the company. However, unless there are special circumstances, the composition of the Nomination Committee may remain unchanged following changes in the ownership structure of the company that are either minor or occur less than three months prior to the Annual General Meeting.

The Nomination Committee shall have the right to upon request receive personnel resources such as secretarial services from the company, and to charge the company with costs for recruitment consultants and related travel if deemed necessary.

RESOLUTIONS PROPOSED BY THE BOARD

Preparation and approval of the voting list (item 3)

The voting list proposed to be approved is the voting list prepared by Euroclear on behalf of Viaplay Group, based on the Annual General Meeting share register, shareholders having given notice of participation and being present at the meeting venue, as well as received postal votes.

Resolution on the treatment of the company's earnings as stated in the adopted Balance Sheet (item 9)

As previously communicated, the Board has decided not to propose any dividend for the financial year 2024. Viaplay Group's unappropriated earnings, in total SEK 11,527 million, are therefore proposed to be carried forward.

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

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

LTIP 2025 in Summary

The Board proposes that the Annual General Meeting resolves to adopt a long-term incentive plan ("LTIP 2025") for the Group Executive Team ("GET") and other key employees. Under the proposed plan, the participants will be awarded "Performance Share Awards", which will entitle them to receive class B shares after a three-year vesting period from the date of allotment (the "Vesting Period"), subject to meeting certain conditions. The Remuneration Committee and Board have agreed to exclusively have one performance condition in LTIP 2025 with the purpose to incentivise an increase in the Viaplay Group share price. The performance condition is an "Absolute Share Price Hurdle" of SEK 1.10 per class B share. The Absolute Share Price Hurdle has been modified to reflect the increased uncertainty in the current economic environment.

The proposed number of Participants in LTIP 2025 comprises 21 senior executives and key employees (each such person a "Participant" and collectively the "Participants") which is a result of Viaplay Group's continued focus on Group performance. Vesting of the Performance Share Awards is conditional upon (with certain customary exceptions) the achievement of the performance condition, fulfilment of a share ownership requirement, and continued employment throughout the program.

Purpose

The purpose of LTIP 2025 is to attract, motivate and retain key talent within Viaplay Group and to align the Participants' interests with those of the shareholders. Through LTIP 2025, the Participants' remuneration and allotment of shares are tied to and will incentivise an increase in the Viaplay Group share price. In summary, the Board believes that the implementation of LTIP 2025 will have a positive effect on the group's value growth and will ensure the Participants' long-term commitment to the group. Consequently, the Board believes that LTIP 2025 is beneficial to the shareholders as well as the group.

Allotment of Performance Share Awards

LTIP 2025 is proposed to include 21 senior executives and key employees in Viaplay Group divided into three tiers: the CEO (“**Tier 1**”), other members of GET (“**Tier 2**”), and other senior executives (“**Tier 3**”). The number of Performance Share Awards allotted shall be based on maximum award values for each tier expressed as a percentage of the Participants' 2025 gross annual base salary. The proposed maximum award values are: Tier 1: 49.5%, Tier 2: 33%, and Tier 3: 19.5%.

Each maximum award value shall thereafter be converted into a maximum number of Performance Share Awards based on the volume-weighted average of share price of Viaplay Group's class B shares on Nasdaq Stockholm during a period of 30 trading days prior to the date of the 2025 AGM.

The maximum number of Performance Share Awards that may be allotted under LTIP 2025 will be limited to an amount of awards corresponding to SEK 25 million divided by the volume-weighted average share price of Viaplay Group's class B shares on Nasdaq Stockholm during a period of 30 trading days prior to the date of the 2025 AGM. If the total number of Performance Share Awards allotted based on the above calculation exceeds the number of shares repurchased by the company, or a third party pursuant to a swap agreement, as applicable, the number of Performance Share Awards allotted to each Participant shall be adjusted downwards on a pro rata basis.

Performance Condition

The number of Performance Share Awards that vest at the end of the Vesting Period in 2028 depends on the achievement of the Absolute Share Price Hurdle. The Absolute Share Price Hurdle is SEK 1.10 per class B share and is set as an absolute target with cliff vesting. The achievement of the Absolute Share Price Hurdle will be determined based on the volume-weighted average of share price of Viaplay Group's class B shares on Nasdaq Stockholm during a period of 30 trading days prior to the 2028 AGM. This means that no payout will be done if the volume-weighted average share price is below SEK 1.10 per share and full payout of shares will be done if the volume-weighted average share price exceeds SEK 1.10 per share.

The Absolute Share Hurdle shall be re-calculated by the Board in the event of any new share issues, share splits, share consolidations and/or other similar corporate events, taking into account customary practice for similar incentive programs.

Share Ownership Requirement

To ensure that the Participants build and maintain a significant shareholding in Viaplay Group, vesting of the Performance Share Awards at the end of the Vesting Period is conditional on the Participant meeting a share ownership target. Participants, distributed in Tiers 1-3, are required to accumulate Viaplay Group shares corresponding to an amount based on a percentage of the Participant's yearly net salary (the share ownership requirement and the annual target in terms of number of shares will be calculated in April each year by multiplying the annual share ownership target percentage by the net base salary as of 1 January prior year, or as of the date of promotion

to GET, as applicable, divided by the twelve-month daily average closing share price of the prior year):

- Tier 1 (CEO): 150% of the net salary
- Tier 2 (other members of the GET): 75% of the net salary
- Tier 3 (other senior executives): 50 % of the net salary

For current Tier 1-3 Participants, 33% of the target must be met each year over the three-year Vesting Period. For future employees participating in the program, 20% of the target must be met each year over five years. The Remuneration Committee shall have the mandate to adjust these requirements if considered appropriate in individual cases.

Conditions for the Performance Share Awards

Following the Vesting Period, each vested Performance Share Award entitles the Participant to receive one class B share free of charge. However, vesting is conditional upon the Participant (with certain customary exceptions) (1) remaining employed by Viaplay Group at the time of the publication of Viaplay Group's interim report for the first quarter of 2028, (2) achieving the Absolute Share Price Hurdle of SEK 1.10 per share, and (3) fulfilling the share ownership requirement.

In addition to the conditions above, the following terms shall apply for the Performance Share Awards:

- granted free of charge after the Annual General Meeting 2025;
- may not be transferred or pledged; and
- can be granted by the company or any other company within the group.

The number of class B shares the Participants are entitled to receive for each vested Performance Share Award shall be re-calculated by the Board in the event of any new share issues, share splits, share consolidations and/or other similar corporate events, taking into account customary practices for similar incentive programs.

Scope and Cost of LTIP 2025

The total cost of LTIP 2025 is estimated to amount to no more than SEK 28.2 million, which corresponds to approximately 1.6% of the 2024 annual total employment costs. Repurchase of shares for delivery to the Participants under LTIP 2025 may amount to no more than SEK 25 million, as proscribed by Viaplay Group's financing agreements. The cost for the program will be distributed over the years 2025–2028. The total estimated cost includes salary costs of SEK 20.2 million, social security costs of SEK 7.1 million and administration costs of approximately SEK 0.9 million. The calculation of total salary costs is based on the maximum number of Performance Share Awards being delivered to Participants given performance condition fulfilment, calculated with an annual attrition rate of 10% and a share price at grant of Performance Share Awards of SEK 0.78. The calculation of social security costs is based on an estimated 12% annual share price increase and an average annual social security tax rate of 24.73%.

The costs are expected to have a limited effect on Viaplay Group's key ratios.

Delivery of class B shares under LTIP 2025

To ensure the delivery of class B shares under LTIP 2025, the Board proposes that the Annual General Meeting resolves to authorise the Board to resolve on repurchase and transfer of own class B shares in accordance with items 18 (b)–(c) below. Should the majority requirement for items 18 (b)–(c) not be reached, the Board proposes that the Annual General Meeting resolves that the company should be able to enter into an equity swap agreement with a third party in accordance with item 18 (d) below.

Preparation and Administration of LTIP 2025

In accordance with guidelines provided by the Board, the incentive program has been prepared by the Remuneration Committee together with external advisors.

The Board or the Remuneration Committee shall be responsible for preparing the detailed terms and conditions of LTIP 2025, in accordance with the terms and guidelines resolved on by the Annual General Meeting. The Board or the Remuneration Committee are authorised to make necessary adjustments to fulfil local legislation, market prerequisites and restrictions in certain jurisdictions or if delivery of shares to persons outside of Sweden cannot be achieved at reasonable costs and with reasonable administrative efforts. Such authorisations may, e.g., include resolving that Participants may be offered a cash-based settlement. It is further proposed that the Board shall be entitled to make other adjustments, if it so deems appropriate, should changes occur in Viaplay Group or its operating environment that would entail that the adopted conditions for LTIP 2025 are no longer in line with its purpose. Any such adjustments shall only be made in order to fulfil the main objectives of LTIP 2025.

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

The Board proposes that the Annual General Meeting resolves to authorise the Board to resolve on acquisitions of the company's own class B shares on the following terms and conditions:

1. Acquisitions of own class B shares may be made on Nasdaq Stockholm or another regulated market.
2. The authorisation may be exercised at one or several occasions before the Annual General Meeting 2026.
3. Acquisitions of own class B shares may be made for a maximum amount of SEK 25 million.
4. A maximum number of own class B shares may be acquired so that the company's holding of own shares at any given time does not exceed 10 per cent of all shares in the company.
5. Acquisitions of own class B shares on Nasdaq Stockholm or another regulated market may only be made within the price interval registered at any given time, i.e., the interval between the highest bid price and the lowest selling price.

The purpose of the authorisation is to enable the Board to secure the delivery of class B shares to the Participants in LTIP 2025.

Transfer of own class B shares (item 18 (c))

The Board proposes that the Annual General Meeting resolves that class B shares that the company purchases by virtue of the authorisation to repurchase its own class B shares in accordance with item 18 (b) above, or that are otherwise held by the company, may be transferred to Participants in LTIP 2025 on the following terms and conditions:

1. Transfers of own class B shares may be made of up to the number of class B shares that the company repurchases by virtue of the authorisation in accordance with item 18 (b) above or that is otherwise held by the company.
2. The right to receive class B shares free of charge shall, with deviation from the shareholders' preferential rights, be granted to Participants within Viaplay Group covered by the terms and conditions pursuant to LTIP 2025. Furthermore, subsidiaries within Viaplay Group shall, with deviation from the shareholders' preferential rights, have the right to acquire shares, free of consideration, and such subsidiaries shall be obligated to immediately transfer, free of consideration, the shares to Participants covered by the terms and conditions of LTIP 2025.
3. The transfer of class B shares to Participants in LTIP 2025 shall be free of charge and be made at the time and on other terms specified in the terms and conditions of LTIP 2025.
4. The number of class B shares that may be transferred under LTIP 2025 shall be subject to re-calculation in the event of any new share issues, share splits, share consolidations and/or other similar corporate events.

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

In the event that the required majority for approval is not reached under items 18 (b)–(c) above, the Board proposes that the Annual General Meeting resolves that delivery of class B shares to the Participants in LTIP 2025 shall be hedged by the company entering into a swap agreement with a third party, under which the third party shall, in its own name, acquire and transfer class B shares in Viaplay Group to Participants in LTIP 2025. The interest cost for such a swap agreement is estimated to be around 2.10% above the banks funding rate.

Other Incentive Programs

Viaplay Group currently has one LTIP outstanding, which was launched in 2022 and comprises a maximum of 158,341 class B shares in Viaplay Group. Similarly to the proposed LTIP 2025, the LTIP 2022 was a performance-based share program. LTIP 2022 is deemed out-of-the-money and is highly unlikely to result in any payouts to participants. To learn more about outstanding incentive programs, please refer to Viaplay Group's Annual Report 2024.

MISCELLANEOUS

Authorisation

The Board, or such person that the Board may appoint, shall be authorised to make the minor adjustments in the resolutions adopted by the Annual General Meeting as may be required in connection with registration with the Swedish Companies Registration Office and Euroclear.

Number of shares and votes

There are a total number of 4,579,122,244 registered shares in the company, of which 411,528 class A shares, 4,577,821,216 class B shares, and 889,500 class C shares. The total number of votes in Viaplay Group is 4,582,825,996 based on the number of registered shares. As of the date of the disclosure of this notice, 6,782 class B shares and 889,500 class C shares are held in treasury by Viaplay Group.

Shareholders' right to request information

At the request of any shareholder, the Board and the Chief Executive Officer shall at the Annual General Meeting provide information on any circumstances that (i) may affect the assessment of a matter on the agenda, (ii) may affect the assessment of the company's or a subsidiary's financial situation, or (iii) concerns the company's relation to another group company, provided that the Board believes it would not be of significant detriment to the company.

Certain majority requirements and conditions with respect to the proposed resolutions under item 18

The resolution of the Annual General Meeting to implement LTIP 2025 according to item 18 (a) above is conditional upon the Annual General Meeting resolving either in accordance with the proposals to repurchase and transfer own class B shares pursuant to items 18 (b)–(c) above, or that an equity swap agreement with a third party may be entered into by the company pursuant to item 18 (d) above.

The resolution of the Annual General Meeting to implement LTIP 2025 according to item 18 (a) requires that more than half of the votes cast at the Annual General Meeting are in favour of the proposal. Items 18 (b)–(c) are proposed conditional upon one another and are therefore to be resolved jointly. As a result, the resolutions under items 18 (b)–(c) require approval of at least nine-tenths (9/10) of both the votes cast and the shares represented at the Annual General Meeting. The resolution of the Annual General Meeting that Viaplay Group may enter into a swap agreement with a third party in accordance with item 18 (d) requires that more than half of the votes cast at the Annual General Meeting are in favour of the proposal.

Documentation

The Nomination Committee's motivated statement explaining its proposals regarding the Board and information on the proposed members of the Board will be made available from and including today on Viaplay Group's website, <https://www.viaplaygroup.com/general-meetings>.

The Annual Report 2024, the Auditor's Report, the consolidated financial statements and the consolidated Auditor's Report, the Remuneration Report pursuant to Chapter 8, Section 53 a of the Swedish Companies Act, the Auditor's statement pursuant to Chapter 8, Section 54 of the Swedish Companies Act regarding whether the guidelines for remuneration to senior executives adopted by the Annual General Meeting have been complied with, and the motivated statement of the Board pursuant to Chapter 19, Section 22 of the Swedish Companies Act will be available on Viaplay Group's website, <https://www.viaplaygroup.com/general-meetings>, and at Viaplay Group's premises at Ringvägen 52, SE-118 67 Stockholm, Sweden, no later than three weeks prior to the Annual General Meeting. The documents will also be sent to those shareholders who so request and state their postal or e-mail address. The documentation can be ordered by telephone at +46 (0)8-402 58 78 or by post at the address Viaplay Group AB (publ), "AGM", c/o Euroclear Sweden AB, P.O. Box 191, SE-101 23 Stockholm, Sweden.

Processing of personal data

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>. If you have any questions regarding Viaplay Group's data handling processes or wish to exercise your rights, please contact us at dpo@viaplaygroup.com.

Stockholm in April 2025
THE BOARD
VIAPLAY GROUP AB (PUBL)