

N.B. The English text is an in-house translation of the original Swedish text. Should there be any discrepancies between the Swedish and the English text, the Swedish text shall prevail.

Protokoll fört vid årsstämma
i Viaplay Group AB (publ),
559124-6847, den 12 maj 2026 på
Viaplay Groups huvudkontor,
Ringvägen 52, i Stockholm
*Minutes kept at Annual General Meeting
in Viaplay Group AB (publ), 559124-
6847, held on 12 May 2026 at Viaplay
Group's head office, Ringvägen 52, in
Stockholm*

§ 1 Öppnande av årsstämman / Opening of the Annual General Meeting

Årsstämman öppnades av styrelsens ordförande Simon Duffy.

The Annual General Meeting was declared open by the Chair of the Board, Simon Duffy.

§ 2 Val av ordförande vid årsstämman / Election of Chair of the Annual General Meeting

Beslutades, i enlighet med valberedningens förslag, att välja Fredrik Palm, advokat vid Gernandt & Danielsson, till ordförande vid årsstämman.

It was resolved, in accordance with the Nomination Committee's proposal, to elect Fredrik Palm, a member of the Swedish Bar Association at Gernandt & Danielsson, as Chair of the Annual General Meeting.

Antecknades att Siri Telmen, biträdande jurist vid Gernandt & Danielsson, fått i uppdrag att föra protokollet vid årsstämman.

It was noted that Siri Telmen, associate at Gernandt & Danielsson, had been assigned to keep the minutes of the Annual General Meeting.

§ 3 Upprättande och godkännande av röstlängd / Preparation and approval of the voting list

Beslutades att godkänna bifogad förteckning, Bilaga 1, att gälla som röstlängd vid årsstämman. Antecknades att 3 356 127 839 aktier och 3 357 565 049 röster var företrädna vid årsstämman, antingen fysiskt eller genom poströstning.

It was resolved to approve the attached register, Appendix 1, as voting list for the Annual General Meeting. It was noted that 3,356,127,839 shares and 3,357,565,049 votes were represented at the Annual General Meeting, either by attending in person or by postal voting.

§ 4 Godkännande av dagordning / Approval of the agenda

Beslutades att godkänna den i kallelsen föreslagna dagordningen som dagordning för årsstämman.

It was resolved to approve the agenda proposed in the notice as the agenda for the Annual General Meeting.

§ 5 Val av en eller två justeringspersoner / Election of one or two persons to check and verify the minutes

Beslutades att utse Richard Torgerson, representerande Nordea Funds, till justeringsperson.

It was resolved to elect Richard Torgerson, representing Nordea Funds, to verify the minutes.

§ 6 Prövning av om årsstämman blivit behörigen sammankallad / Determination of whether the Annual General Meeting had been duly convened

Antecknades att kallelsen till årsstämman varit publicerad på bolagets webbplats sedan den 7 april 2026 och att den var införd i Post- och Inrikes Tidningar den 10 april 2026 samt att information om att kallelse skett annonserats i Svenska Dagbladet den 10 april 2026. Konstaterades därefter att årsstämman var i behörig ordning sammankallad.

It was noted that the notice of the Annual General Meeting had been available on the company's website since 7 April 2026 and that it had been published in the Swedish Official Gazette on 10 April 2026 as well as that information that the notice had taken place was announced in Svenska Dagbladet on 10 April 2026. It was thereafter declared that the Annual General Meeting had been duly convened.

§ 7 Presentation av årsredovisningen, revisionsberättelsen och koncernredovisningen samt koncernrevisionsberättelsen / Presentation of the Annual Report, the Auditor's Report and the consolidated financial statements and the Auditor's Report on the consolidated financial statements

Antecknades att årsredovisningen avseende räkenskapsåret 2025 (innehållande koncernredovisningen, revisionsberättelsen, koncernrevisionsberättelsen, hållbarhetsrapporten samt granskningsrapporten över bolagets hållbarhetsrapport) funnits tillgänglig hos bolaget och på bolagets webbplats sedan den 31 mars 2026, att dokumentet skickats till de aktieägare som så begärt samt att dokumentet fanns med i det vid stämman utdelade materialet.

It was noted that the Annual Report for the financial year 2025 (including the consolidated financial statements, the Auditor's report, the Auditor's report on the consolidated financial statements, the sustainability statement as well as the Auditor's limited assurance report of sustainability statement) had been available with the company and on the company's website since 31 March 2026, that the document had been sent to shareholders who so requested as well as that the document was included in the documents distributed at the meeting.

Konstaterades att årsredovisningen avseende räkenskapsåret 2025 (innehållande koncernredovisningen, revisionsberättelsen, koncernrevisionsberättelsen, hållbarhetsrapporten samt granskningsrapporten över bolagets hållbarhetsrapport) lagts fram i behörig ordning.

It was declared that the Annual Report for the financial year 2025 (including the consolidated financial statements, the Auditor's report, the Auditor's report on the consolidated financial statements, the sustainability statement as well as the Auditor's limited assurance report of sustainability statement) had been duly presented.

Bolagets verkställande direktör Jørgen Madsen Lindemann redogjorde för bolagets verksamhet under 2025.

The company's Chief Executive Officer, Jørgen Madsen Lindemann, gave an overview of the financial year 2025.

Besvarades frågor från aktieägarna. Frågorna rörde bolagets framtida utbud av innehåll och utmaningar.

Questions from the shareholders were answered. The questions concerned the company's future range of content and challenges.

Bolagets huvudansvariga revisor, Tomas Gerhardsson från revisionsbolaget KPMG AB, redogjorde för revisionsarbetet samt presenterade revisionsberättelsen, koncernrevisionsberättelsen och granskningsrapporten över bolagets hållbarhetsrapport. *The company's auditor-in-charge, Tomas Gerhardsson from the accounting firm KPMG AB, gave an overview of the audit work and presented the Auditor's Report, the Auditor's Report on the consolidated financial statements and the Auditor's limited assurance report of sustainability statement.*

§ 8 Beslut om fastställande av resultaträkningen och balansräkningen samt av koncernresultaträkningen och koncernbalansräkningen / Resolution on the adoption of the Income Statement and the Balance Sheet and of the consolidated Income Statement and the consolidated Balance Sheet

Beslutades att fastställa framlagd resultaträkning och balansräkning samt koncernresultaträkning och koncernbalansräkning.

It was resolved to adopt the presented Income Statement and Balance Sheet as well as the consolidated Income Statement and the consolidated Balance Sheet.

§ 9 Beslut om disposition av bolagets resultat enligt den fastställda balansräkningen / Resolution on the treatment of the company's earnings as stated in the adopted Balance Sheet

Antecknades att styrelsens förslag till disposition av bolagets resultat finns intaget i bolagets årsredovisning för räkenskapsåret 2025.

It was noted that the Board's proposal on the treatment of the company's earnings is included in the company's Annual Report for the financial year 2025.

Beslutades, i enlighet med styrelsens förslag, att bolagets balanserade vinstmedel ska balanseras i ny räkning.

It was resolved, in accordance with the Board's proposal, that the company's unappropriated earnings are to be carried forward.

§ 10 (a)–(j) Beslut om ansvarsfrihet åt styrelseledamöter och verkställande direktör för räkenskapsåret 2025 / Resolution on the discharge

of liability of the Board members and the Chief Executive Officer for the financial year of 2025

Beslutades att bevilja samtliga som under 2025 innehaft uppdrag som styrelseledamot eller verkställande direktör i bolaget ansvarsfrihet för 2025 års förvaltning.

Antecknades att erforderlig majoritet uppnåts för besluten samt att de aktieägare som röstade mot besluten representerade färre än tio procent av samtliga aktier i bolaget.

Antecknades vidare att styrelseledamöterna och den verkställande direktören inte deltog i beslutet avseende deras egna ansvarsfrihet.

It was resolved to discharge all individuals who had served as Board members or CEO during 2025 from liability for the administration of the company in 2025. It was noted that the required majority was reached for the resolutions and that the shareholders who voted against the resolutions represented less than ten per cent of all shares in the company. It was further noted that members of the Board and the CEO did not participate in the resolution on their own discharge.

§ 11 Fastställande av antalet styrelseledamöter / Determination of the number of members of the Board

Valberedningens ordförande Audrey Richard redogjorde för valberedningens arbete och presenterade valberedningens förslag under punkterna 11–16 på agendan.

The Chair of the Nomination Committee, Audrey Richard, gave an overview of the Nomination Committee's work and presented the Nomination Committee's proposals under items 11–16 of the agenda.

Beslutades, i enlighet med valberedningens förslag, att styrelsen ska bestå av nio ledamöter för tiden intill slutet av nästa årsstämma.

It was resolved, in accordance with the Nomination Committee's proposal, that the Board shall consist of nine members for the period until the end of the next Annual General Meeting.

§ 12 Fastställande av arvoden åt styrelseledamöterna och revisorn / Determination of the remuneration to the members of the Board and the Auditor

Beslutades, i enlighet med valberedningens förslag, om höjda arvoden per ledamotsnivå fram till slutet av nästa årsstämma enligt följande:

It was resolved, in accordance with the Nomination Committee's proposal, to approve increased remuneration per member level for the period until the end of the next Annual General Meeting in accordance with the following:

- 1 617 100 kronor till styrelseordföranden,
SEK 1,617,100 to the Chair of the Board;
- 556 200 kronor till var och en av de övriga styrelseledamöterna,
SEK 556,200 to each of the other members of the Board;
- 283 250 kronor till ordförande i revisionsutskottet och 144 200 kronor till var och en av de övriga ledamöterna i revisionsutskottet, och
SEK 283,250 to the Chair of the Audit Committee and SEK 144,200 to each of the other members of the Audit Committee; and

- 169 950 kronor till ordföranden i ersättningsutskottet och 66 950 kronor till var och en av de övriga ledamöterna i ersättningsutskottet.

SEK 169,950 to the Chair of the Remuneration Committee and SEK 66,950 to each of the other members of the Remuneration Committee.

Beslutades, i enlighet med valberedningens förslag, att arvode till revisorn ska utgå enligt godkänd räkning.

It was resolved, in accordance with the Nomination Committee's proposal, that remuneration to the Auditor shall be paid in accordance with approved invoices.

§ 13 (a)–(i) Val av styrelseledamöter / Election of Board members

Antecknades att information om de föreslagna ledamöternas uppdrag i andra företag hade funnits tillgänglig på bolagets webbplats sedan den 7 april 2026 och fanns med i det vid stämman utdelade materialet.

It was noted that information regarding the proposed Board members' positions in other companies had been available on the company's website since 7 April 2026 and was included in the documents distributed at the meeting.

Beslutades, i enlighet med valberedningens förslag, att för perioden fram till slutet av nästa årsstämma omvälja Simon Duffy, Andrea Gisle Joosen, Erik Forsberg, Katarina Bonde, Maxime Saada, Anna Bäck, Didier Stoessel och Annica Witschard till styrelseledamöter samt välja Edyta Sadowska till ny styrelseledamot.

It was resolved to, in accordance with the Nomination Committee's proposal, for the period until the end of the next Annual General Meeting, re-elect Simon Duffy, Andrea Gisle Joosen, Erik Forsberg, Katarina Bonde, Maxime Saada, Anna Bäck, Didier Stoessel, and Annica Witschard as members of the Board and to elect Edyta Sadowska as a new member of the Board.

§ 14 Val av styrelseordförande / Election of the Chair of the Board

Beslutades, i enlighet med valberedningens förslag, att omvälja Simon Duffy till styrelseordförande för perioden fram till slutet av nästa årsstämma.

It was resolved, in accordance with the Nomination Committee's proposal, to re-elect Simon Duffy as Chair of the Board for the period until the end of the next Annual General Meeting.

§ 15 Fastställande av antalet revisorer och val av revisor / Determination of the number of Auditors and election of Auditor

Beslutades, i enlighet med valberedningens förslag, att bolaget ska ha ett registrerat revisionsbolag som revisor och att det registrerade revisionsbolaget KPMG AB ska omväljas som revisor för tiden fram till slutet av nästa årsstämma. Antecknades att KPMG AB har informerat bolaget att den auktoriserade revisorn Tomas Gerhardsson kommer att fortsätta som huvudansvarig revisor.

It was resolved, in accordance with the Nomination Committee's proposal, 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. It was noted that KPMG AB has informed the company that the authorised public accountant Tomas Gerhardsson will continue as auditor-in-charge.

§ 16 Beslut om valberedningen / Resolution on Nomination Committee

Beslutades, i enlighet med valberedningens förslag, att anta framlagt förslag till instruktion för valberedningens arbete att gälla fram till nästa årsstämma, Bilaga 2.

It was resolved, in accordance with the Nomination Committee's proposal, to adopt the presented proposal on procedure for the Nomination Committee to be applied until the next Annual General Meeting, Appendix 2.

§ 17 Beslut om godkännande av ersättningsrapport / Resolution on the adoption of the Remuneration Report

Antecknades att styrelsens ersättningsrapport för 2025 och ett sådant yttrande som avses i 8 kap. 54 § aktiebolagslagen funnits tillgängligt hos bolaget och på bolagets webbplats sedan den 31 mars respektive 7 april 2026, att dokumenten skickats till de aktieägare som så begärt samt att dokumenten fanns med i det vid stämman utdelade materialet. Konstaterades därefter att ersättningsrapporten för 2025 och revisorns yttrande lagts fram i behörig ordning.

It was noted that the Board's Remuneration Report for 2025 and such a statement as referred to in Chapter 8, Section 54 of the Swedish Companies Act had been available at the company and on the company's website since 31 March and 7 April 2026, respectively, that the document had been sent out to shareholders who so requested as well as that the documents were included in the documents distributed at the meeting. It was thereafter declared that the Remuneration Report for 2025 and the Auditor's statement had been duly presented.

Beslutades att godkänna styrelsens framlagda ersättningsrapport för 2025.

It was resolved to approve the Board's presented Remuneration Report for 2025.

§ 18 Beslut om riktlinjer för ersättning till ledande befattningshavare / Resolution regarding guidelines for remuneration to senior executives

Beslutades, i enlighet med styrelsens förslag, att godkänna framlagt förslag till riktlinjer för ersättning till ledande befattningshavare, Bilaga 3.

It was resolved, in accordance with the Board's proposal, to approve the presented proposal on guidelines for remuneration to senior executives, Appendix 3.

§ 19 (a)–(c) Beslut om ett långsiktigt incitamentsprogram 2026 ("LTIP 2026") / Resolutions regarding a long-term incentive plan 2026 ("LTIP 2026")

Besvarades frågor från aktieägare om prestationskriteriet för incitamentsprogrammet.
Question from shareholders regarding the performance criteria of the incentive plan were answered.

Beslutades, i enlighet med styrelsens förslag 19 (a)–(c) i Bilaga 4, att implementera LTIP 2026, bemyndiga styrelsen att besluta om återköp av egna B-aktier och överlåta egna B-aktier.

It was resolved, in accordance with the Board's proposals 19 (a)–(c) set out in Appendix 4, to

implement LTIP 2026, authorise the Board to resolve to repurchase own class B shares and to transfer own class B shares.

Antecknades att punkterna 19 (a)–(c) fattades som ett beslut och att erforderlig majoritet uppnåts för beslutet eftersom beslutet biträdades av aktieägare med minst nio tiondelar (9/10) av såväl de avgivna rösterna som de vid stämman företrädde aktierna. *It was noted that items 19 (a)–(c) had been resolved jointly and that the required majority was reached for the resolution as the resolution was supported by shareholders representing at least nine-tenths (9/10) of both the votes cast and the shares represented at the meeting.*

§ 20 Stämmans avslutande / Closing of the Annual General Meeting

Årsstämman förklarades avslutad.

The Annual General Meeting was declared closed.

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Vid protokollet / *Keeper of the
minutes*

Siri Telmen

Justerat / *Verified*

Fredrik Palm

Richard Torgerson

Bilaga 1 / Appendix 1

Bilaga 2 / Appendix 2

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 declines 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.

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Bilaga 3 / Appendix 3

Viaplay Group proposed Remuneration Guidelines 2026

The Board proposes that the Annual General Meeting resolves to adopt updated guidelines for remuneration to the President and CEO and other members of the Group Executive Team in accordance with the below proposal. In relation to the current guidelines adopted by the 2024 Annual General Meeting, the proposed guidelines contain adjustments regarding the periods of incentive plans, more flexibility and the ability to take into account local market practice when compensating for non-competition undertakings, as well as adjustments regarding the nature of special arrangements. The Board has not received any comments from the shareholders on the existing guidelines for remuneration to senior executives.

The Remuneration Guidelines (the “**guidelines**”) will apply to the President and CEO and other members of the Group Executive Team (“**GET**”). The guidelines are forward looking, i.e., they are applicable to remuneration agreed and amendments to remuneration already agreed, after the adoption of the guidelines by the 2026 Annual General Meeting. The intention of the Board of Directors (“**the Board**”) and its Remuneration Committee (“**the Committee**”) is that the guidelines will remain in place for four years from the date of approval. These guidelines do not apply to any remuneration decided or approved by the Annual General Meeting, for example, share related long-term incentive plans.

Viaplay Group’s remuneration guidelines are designed to:

- i) Drive and reward sustainable company and individual performance.
- ii) Be market competitive to attract and retain best-in-class talent.
- iii) To incentivise the creation of long-term shareholder value in a rapidly changing industry.

Specifically, Viaplay Group’s strategic priorities and vision are reflected in the design of executive remuneration as set out below:

- **Deliver profitable growth:** A substantial proportion of remuneration is variable and linked to the Group’s key performance drivers. Performance measures in our short- and long-term incentive plans are carefully selected to promote growth through stretching and relevant incentive targets.
- **Create long-term shareholder value:** Incentive plans are designed to reward sustainable company performance and value creation. Resulting outcomes are intended to reflect shareholders’ experience and contribute to increased alignment as executives are required to build and maintain a significant shareholding in Viaplay Group.
- **Lead with relevant and popular products, consistently generating healthy returns:** A remuneration structure and mix that provides agility to adapt quickly to business needs in a fast-moving industry and highly competitive talent market.

Remuneration guidelines by element

Total remuneration shall be on market terms and may include base salary, pension, benefits and performance linked elements in the form of short-term (“STI”) and long-term incentive (“LTI”) plans. Share-based long-term incentive plans are approved by the Annual General Meeting and, while not governed by these guidelines, are included in summary form for completeness. The

table below provides more detail on the individual elements, their purpose and their link to the business strategy.

Fixed elements	Purpose and link to strategy	Description and operation
Base salary	To recruit, reward and retain executives	<p>Base salary shall be fair and competitive reflecting the individual executive’s responsibilities, skills and performance.</p> <p>The Board of Directors will consider various factors when determining any changes to base salary, including individual contribution, business performance, the scope of the role, employee pay across Viaplay Group and alignment with similar sized listed companies which may include broadcasting, streaming and other entertainment companies.</p>
Pension	To provide local market competitive pension	<p>Pension arrangements, including health insurance, shall be competitive and appropriate in context of the market practice in the applicable country of executives’ employment or residence and total remuneration.</p> <p>The pension arrangements shall be provided in the form of a defined contribution or as a cash allowance and shall amount to no more than the fixed base salary. Pension arrangements may change from year to year.</p> <p>Variable cash remuneration shall not qualify for pension benefits unless required by local legislation.</p>
Benefits and allowances	Additional tangible or intangible compensation paid annually which does not fall under base salary, pension, STI or LTIP to provide local market competitive benefits and support recruitment and retention	<p>Benefits shall be competitive and appropriate in context of the market practice in the applicable country of executives’ employment or residence and total remuneration. Benefits may include but are not limited to company phones, car allowance, travel allowance, tax support, wellbeing assistance, travel, company gifts, life insurance and</p>

medical insurance. Premiums and other costs for such benefits shall constitute a limited proportion in relation to the total remuneration.

Additional benefits may be provided in specific individual situations, including changes in individual circumstances such as health status and changes in roles such as relocation, if considered appropriate. Any resolution on such remuneration shall be made by the Board based on a proposal from the Committee.

Variable elements	Purpose and link to strategy	Description and operation
Annual short-term incentive ('STI')	To incentivise and reward the achievement of annual financial and, when appropriate, non-financial performance measures clearly linked to the strategic priorities and sustainable development of the Group and the executives' area of responsibility	<p>The maximum payment under the STI shall not exceed 150% of base salary.</p> <p>The satisfaction of criteria for awarding STI shall be measured over a performance period of up to one year.</p> <p>The Board approves the corporate performance measures, targets and relative weightings at the start of each year on the recommendation by the Committee. The Board ensures that there is strong alignment with the business strategy and that the targets are clear and sufficiently stretching.</p> <p>STIs may also consider the individual executives' performance against predetermined and measurable objectives within their area of responsibility, determined in consultation with the President and CEO (or, in the case of the President and CEO, the Chair of the Board). These objectives may be functional, operational, strategic and non-financial, including, among others, objectives relating to environmental, social and governance issues.</p> <p>Payment under this plan is made after the end of the performance period, following</p>

the Committee's and Board's determination of achievement against the corporate targets and the individual objectives set for the President and CEO. The President and CEO determines the achievement of any annual individual objectives for other executives.

The terms for the STI shall be structured so that the Committee and Board have the possibility of (i) limiting or refraining from paying variable remuneration if such payment is considered unreasonable and incompatible with the company's responsibility in general to the shareholders, employees, and other stakeholders, and (ii) adjusting the targets retroactively for extraordinary circumstances. Any use of such discretion will be disclosed and explained in the annual Remuneration report. Furthermore, the Committee and the Board have the authority to (i) adjust payments before they are made ('malus') and (ii) to claw back payments that have already been made if extraordinary circumstances exist, such as financial misstatement, payments based on incorrect grounds, reputational damage, failure of risk management or any other circumstances as determined by the Board of Directors.

Long-term
incentive (LTI)

The LTIP shall be linked to certain predetermined financial, non-financial (including ESG measures) and/or share or share price related performance criteria and shall ensure a long-term commitment to the development of Viaplay Group and align the senior executives' incentives with the interest of shareholders.

The LTIP can be delivered in cash or shares. Share based LTIPs will be resolved upon separately by the Annual General Meeting and are therefore excluded from these guidelines. Cash based plans should be performance based and will have a plan period exceeding one year. The maximum opportunity for GET can amount up to 165% of base salary.

The terms for any cash based LTIP shall be structured so that the Committee and

Board have the possibility to; (i) limit or refrain from paying variable remuneration, if such payment is considered unreasonable and incompatible with the company's responsibility in general to the shareholders, employees and other stakeholders and (ii) adjust the targets retroactively for extraordinary circumstances.

Any use of such discretion will be disclosed and explained in the annual Remuneration report. Furthermore, the Committee and the Board have the possibility to (i) adjust payments before they are made ('malus') and (ii) to claw back payments that have already been made if extraordinary circumstances exist, such as financial misstatement, payments based on incorrect grounds, reputational damage, failure of risk management or any other circumstances, as determined by the Board of Directors.

Other elements	Purpose and link to strategy	Description and operation
Other arrangements	To support recruitment or retention or other business critical situations necessary to ensure the successful implementation of the company's strategy and to safeguard its long-term interests.	<p>Additional other arrangements can be made on a case-by-case basis when deemed necessary, subject to Board approval based on a recommendation from the Committee. Each such arrangement shall be capped and never exceed two (2) times the individual's annual base salary.</p> <p>Additionally, the Board may, on the recommendation of the Committee, consider compensating an individual for remuneration forfeited from a previous employer during recruitment. Such an award will take into consideration relevant factors, including the form of the award (cash or shares), performance conditions attached, and the remaining vesting/payment period. Generally, such</p>

awards will be made on a comparable basis to those forfeited.

Share Ownership Requirement	To ensure that executives build and maintain a significant shareholding in Viaplay Group and are aligned with the interest of shareholders.	<p>The President & CEO and members of GET are required to accumulate Viaplay Group shares, over time, toward target ownership levels that are based on a percentage of net base salary.</p> <p>Target ownership levels:</p> <ul style="list-style-type: none">• President & CEO: 150%• Other members of GET: 75% <p>The Committee has the authority to adjust these requirements if considered appropriate in individual cases.</p>
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Service contracts and payments upon termination of employment

In general, executive contracts have an indefinite duration. However, the contracts may be issued on a fixed term basis if warranted by certain circumstances, such as interim positions or for executives close to retirement age. Upon termination of employment, the notice period may not exceed 12 months. Fixed cash salary during the notice period and any severance pay may not, in combination, exceed an amount equivalent to two years' fixed salary.

In addition, the company may enter into non-competition undertakings providing for non-competition indemnities as legally required and aligned with relevant country market practice.

Remuneration governance and decision making

The Board has established a Remuneration Committee. The Committee's tasks include preparing the Board's decision on guidelines for executive remuneration. The Board shall submit a proposal for new guidelines at least every four years, or in case of material changes to the current policy, to the Annual General Meeting. The guidelines shall be in force until new guidelines are adopted by the Annual General Meeting. The Committee shall prepare, for resolution by the Board, remuneration related matters concerning the President and CEO and any proposals regarding share based or share related incentive plans in the company.

Additionally, the Committee shall monitor and evaluate programs for variable remuneration for GET, the application of the guidelines for executive remuneration, as well as the current remuneration structures and compensation levels in the company. To avoid any conflict of interest, the Committee shall consist of non-executive members only. Remuneration is managed through well-defined processes ensuring that no individual is involved in the decision-making process relating to their own remuneration.

Salary and employment terms for the broader population/company's employees

In preparing and applying these guidelines, the Committee considers the pay and conditions elsewhere in the company, which are informed by general market conditions and internal factors

such as the performance of the Group or relevant business unit. The Committee regularly consults with the President & CEO and People & Culture team to be mindful of employee pay, conditions, and engagement across the broader employee population.

Deviation from the guidelines

The Board may temporarily resolve to deviate from the guidelines, in full or in part, if there is special cause for the deviation in a specific case, and if such deviation is necessary to serve the company's long-term interests, including its sustainability, or to ensure the company's financial viability. As set out above, the Committee's tasks include preparing the Board's resolutions in remuneration related matters, including any resolutions to deviate from the guidelines.

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Bilaga 4 / Appendix 4

Resolutions regarding a long-term incentive plan 2026 (“LTIP 2026”) (item 19)

The Board’s proposal to implement LTIP 2026 (item 19 (a))

LTIP 2026 in summary

The Board proposes that the Annual General Meeting resolves to adopt a long-term incentive plan (“**LTIP 2026**”) 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 have one sole performance condition in LTIP 2026 with the purpose to incentivise an increase in the Viaplay Group share price. The performance condition is an “**Absolute Total Shareholder Return Hurdle**” of 40 per cent in the Viaplay Group class B share. The Absolute Total Shareholder Return Hurdle has been set taking into account the increased uncertainty in the current economic environment.

The proposed number of participants in LTIP 2026 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 2026 is to attract, motivate and retain key talent within Viaplay Group and to align the Participants’ interests with those of the shareholders. Through LTIP 2026, 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 2026 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 2026 is beneficial to the shareholders as well as for the group.

Allotment of Performance Share Awards

LTIP 2026 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’ 2026 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 share price of Viaplay Group’s class B shares on Nasdaq Stockholm during a period of three months prior to the date of the 2026 Annual General Meeting.

The maximum number of Performance Share Awards that may be allotted under LTIP 2026 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 three months prior to the date of the 2026 Annual General Meeting. If the total number of Performance Share Awards allotted, based on the above calculation, exceeds the number of shares repurchased by the company in accordance with item 19 (b), 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 2029 depends on the achievement of the Absolute Total Shareholder Return Hurdle. The Absolute Total Shareholder Return Hurdle is a 40 per cent increase in the Viaplay Group class B share and is set as an absolute target with cliff vesting. The achievement of the Absolute Total Shareholder Return Hurdle will be determined based on the volume-weighted average share price of Viaplay Group's class B shares on Nasdaq Stockholm during a period of three months prior to the 2029 Annual General Meeting. This means that no payout will be done if the Total Shareholder Return is below 40 per cent and full payout of shares will be done if the Total Shareholder Return is at or above 40 per cent.

The Absolute Total Shareholder Return 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 share ownership requirement must be met each year over the three-year Vesting Period. For future employees participating in the program, 20% of the share ownership requirement 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 (1) class B share free of charge. However, vesting is conditional upon the Participant (with certain customary exceptions) (a) remaining employed by Viaplay Group at the time of the publication of Viaplay Group's interim report for the first quarter of 2029, (b) achieving the

Absolute Total Shareholder Return Hurdle of 40 per cent, and (c) 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 2026;
- 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 2026

The total cost of LTIP 2026 is estimated to amount to no more than SEK 28.2 million, which corresponds to approximately 1.85 per cent of the 2025 annual total employment costs. Repurchase of shares for delivery to the Participants under LTIP 2026 may amount to no more than SEK 25 million, as prescribed by Viaplay Group's financing agreements. The cost for the program will be distributed over the years 2026–2029. 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 per cent and a share price at grant of Performance Share Awards of SEK 1.06. The calculation of social security costs is based on an estimated 12 per cent annual share price increase and an average annual social security tax rate of 24.73 per cent.

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

Delivery of class B shares under LTIP 2026

To ensure the delivery of class B shares under LTIP 2026, 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 19 (b)–(c) below.

Preparation and administration of LTIP 2026

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 2026, 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 2026 are no longer in line with its purpose. Any such adjustments shall only be made in order to fulfil the main objectives of LTIP 2026.

Authorisation for the Board to resolve to repurchase own class B shares (item 19 (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 2027 Annual General Meeting.
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 shares shall be made in accordance with the price limitations set out in the Nasdaq Nordic Main Market Rulebook for Issuers of Shares, which provides, among other things, that shares may not be purchased at a price higher than the higher of the price of the last independent trade and the highest current independent purchase bid on Nasdaq Stockholm. Acquisitions may not be made at a price lower than the lowest price at which an independent acquisition can be made.

The purpose of the authorisation is to enable the Board to secure the delivery of class B shares to the Participants in LTIP 2026.

Transfer of own class B shares (item 19 (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 19 (b) above, or that are otherwise held by the company, may be transferred to Participants in LTIP 2026 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 19 (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 2026. 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 2026.

3. The transfer of class B shares to Participants in LTIP 2026 shall be free of charge and be made at the time and on other terms specified in the terms and conditions of LTIP 2026.

4. The number of class B shares that may be transferred under LTIP 2026 shall be subject to re-calculation in the event of any new share issues, share splits, share consolidations and/or other similar corporate events.

Other incentive programs

Viaplay Group currently has one LTIP outstanding, which was launched in 2025 and comprises a maximum of 31,341,244 class B shares in Viaplay Group. Similarly to the proposed LTIP 2026, the LTIP 2025 is a performance-based share program with performance and vesting periods of three years from allotment, until the time of the publication of Viaplay Group's interim report for the first quarter of 2028 or in certain cases five years. To learn more about outstanding incentive programs, please refer to Viaplay Group's Annual Report 2025.

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