

Proxy

Proxy form supplied by the company in accordance with Chapter 7, Section 54 a § of the Swedish Companies Act (2005:551).

The undersigned shareholder in Viaplay Group AB (publ), reg. no. 559124-6847, (“**Viaplay Group**”) 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 Group at the Annual General Meeting on Tuesday 12 May 2026.

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 and, if applicable, a registration certificate or the equivalent should in due time prior to the Annual General Meeting be sent by post to Viaplay Group AB (publ), “AGM 2026”, c/o Euroclear Sweden AB, P.O. Box 191, SE-101 23 Stockholm, Sweden.

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/en/about/corporate-governance/general-meetings>.