



## Form for postal voting

To be received by Viaplay Group AB (publ) c/o Euroclear Sweden AB (addresses below) no later than Thursday 4 January 2024.

**Note that shareholders whose shares are nominee-registered must register the shares in their own name in order to vote.** Instructions for this can be found in the notice of the Extraordinary General Meeting.

The shareholder set out below hereby exercises its voting right for all of the shareholder's shares in **Viaplay Group AB (publ)**, reg. no 559124-6847 ("**Viaplay Group**"), at the Extraordinary General Meeting on Wednesday 10 January 2024. 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The undersigned solemnly declare that the enclosed power of attorney corresponds to the original and that it has not been revoked.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
<b>Place and date</b>	
<b>Signature</b>	
<b>Clarification of signature</b>	

### For postal voting, proceed as follows:

- Complete the information above
- Select the preferred voting options below
- Print, sign and send the form in the original to Viaplay Group AB (publ), "EGM 2024", c/o Euroclear Sweden AB, P.O. Box 191, SE-101 23 Stockholm, Sweden or by e-mail to [generalmeetingservice@euroclear.com](mailto:generalmeetingservice@euroclear.com) (with reference "Viaplay Group AB Extraordinary General Meeting 2024"). 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

In the following section, the shareholder may state how it wishes to vote in respect of matters that are included in the proposed agenda in the notice of the Extraordinary General Meeting. The notice contains proposed resolutions for some of the matters included in the proposed agenda. Selection of the answer alternative "Yes" means, where applicable, that the shareholder votes yes to the proposed resolution that is included in the notice and selection of the answer alternative "No" means, where applicable, that the shareholder votes no to the proposed resolution that is included in the notice. Selection of the answer alternative "Abstain" means, where applicable, that the shareholder abstains from voting in respect of the matter. The shareholder may not make a vote conditional or submit other instructions to Viaplay Group through this form. If the shareholder has provided the form with special instructions or conditions, or changed or made additions in the pre-printed text, the postal vote is invalid in its entirety.

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 (administering the forms on behalf of Viaplay Group) no later than Thursday 4 January 2024. A postal vote can be withdrawn up to and including Thursday 4 January 2024 by contacting Euroclear Sweden AB by e-mail to [generalmeetingservice@euroclear.com](mailto:generalmeetingservice@euroclear.com) (with reference "Viaplay Group AB Extraordinary General Meeting 2024"), 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 Extraordinary General Meeting. **Please note that the postal vote does not constitute a notice of participation to attend the meeting venue in person or by proxy.**

Shareholders who wish to revoke a submitted postal vote and instead exercise their voting right by attending the Extraordinary General Meeting in person or by proxy must notify the secretariat of the Extraordinary General Meeting before the Extraordinary General Meeting opens.

For complete proposals for resolutions, please refer to the notice of the Extraordinary General Meeting and the other documents to the Extraordinary 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 Extraordinary 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.).

# Extraordinary General Meeting in Viaplay Group AB

## (publ) on Wednesday 10 January 2024

The voting options below comprise, if not otherwise stated in the form, the proposals submitted by the Board included in the notice of the Extraordinary General Meeting and the other documents to the Extraordinary General Meeting held available on the company's website.

<b>2. Election of chair of the extraordinary general meeting</b> <i>(Fredrik Palm, member of the Swedish Bar Association)</i>		
Yes <input type="checkbox"/>	No <input type="checkbox"/>	Abstain <input type="checkbox"/>
<b>3. Preparation and approval of the voting list</b>		
Yes <input type="checkbox"/>	No <input type="checkbox"/>	Abstain <input type="checkbox"/>
<b>4. Approval of the agenda</b>		
Yes <input type="checkbox"/>	No <input type="checkbox"/>	Abstain <input type="checkbox"/>
<b>6. Determination of whether the extraordinary general meeting has been duly convened</b>		
Yes <input type="checkbox"/>	No <input type="checkbox"/>	Abstain <input type="checkbox"/>
<b>7. Resolution on: (a) amendment of § 4 of the articles of association; (b) a reduction of the share capital; (c) amendment of § 4 and § 5, first paragraph of the articles of association; (d) a directed share issue of class B shares; (e) a share issue of class B shares with preferential rights for Viaplay Group's shareholders; and (f) a directed share issue of class B shares</b>		
Yes <input type="checkbox"/>	No <input type="checkbox"/>	Abstain <input type="checkbox"/>
<b>8. Resolution on amendment of § 5, tenth and eleventh paragraph of the articles of association</b>		
Yes <input type="checkbox"/>	No <input type="checkbox"/>	Abstain <input type="checkbox"/>
<b>9. Resolution on approval of the disposal of all shares in Paprika Holding AB, including subsidiaries</b>		
Yes <input type="checkbox"/>	No <input type="checkbox"/>	Abstain <input type="checkbox"/>