



PROPOSED NEW MEMBER OF THE BOARD OF DIRECTORS: ÅSA ARVIDSSON

18 March 2021

Education and experience:

Åsa Arvidsson has a master's degree in Information Science and a MBA from Henley Management College. She has a broad professional background in IT and Telecom, where she has held the CEO positions at Iver AB, a portfolio company of investment company EQT, and the Swedish part of Avanade.

Åsa also has 10 years of experience from leading roles at IBM and today works at Microsoft with a focus on business systems and transformation.

Ongoing Board Assignments:

Board member of XMReality AB

Completed assignments in the last five (5) years:

Board member of Candidator AB, DGC AB and Solid Park AB.

Independence:

Åsa Arvidsson is independent in relation to Avidly Plc's major shareholders, the company and its management.

LinkedIn profile - [linkedin.com/in/asa-arvidsson-0a8b6a1](https://www.linkedin.com/in/asa-arvidsson-0a8b6a1)