PROXY FORM

# Annual General Meeting of Avidly Plc 2022

I/We, being shareholder(s) of Avidly Plc, hereby appoint

as my/our proxy to vote on my/our behalf with all shares I/we hold in accordance with the voting instructions below at the annual general meeting of Avidly Plc convened to be held on 30 March 2022.

Place and date:

Signature /signatures:

Print name / name of the legal person and its representative:

Date of birth / business identity code:

Telephone number (daytime):

Please return a signed copy of the proxy form by e-mail to yhtiokokous@euroclear.eu or by letter to Euroclear Finland Ltd, Yhtiökokous/Avidly Plc, P.O. Box 1110, 00101 Helsinki, Finland. The delivery must be received by the date and time indicated in the notice to the annual general meeting.

A shareholder who is a legal person shall in connection with the delivery of the proxy form and voting instructions deliver evidence of the right of the person signing the proxy form to represent the legal person (for example, a Trade Register extract or a certified copy of a board resolution).

Proxy documents in original shall be presented to the company upon request.

**Voting Instructions**

Name of shareholder (print name):

To give voting instructions to your proxy, please check (X) the appropriate boxes below.

# If you do not check any boxes below, your proxy will vote for the decision proposal contained in the notice to the annual general meeting published on 4 March 2022.

“Abstain from voting” means giving an empty vote, in which case the shares are taken into account as shares represented in the handling of the agenda item, which has an impact with respect to resolutions requiring a qualified majority (e.g. agenda items 15 and 16). With respect to resolutions requiring a qualified majority, all shares represented at the General Meeting are taken into account. Therefore, abstaining from voting has an impact on the outcome of the vote. Shareholders should be aware of this fact, especially if their intention is not to vote against the proposal.

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| --- | --- | --- | --- | --- |
|  | **Resolution item** | **For/Yes** | **Against/No** | **Abstain from**  **voting** |
| 7. | Adoption of the financial statements which include the consolidated financial statements | ☐ | ☐ | ☐ |
| 8. | Resolution on the use of the profit shown on the balance  sheet of Avidly Plc and the payment of dividend | ☐ | ☐ | ☐ |
| 9. | Resolution on the discharge of the members of the board of directors and the  CEO from liability for the financial year 1 January 2021 – 31 December 2021 | ☐ | ☐ | ☐ |
| 10. | Resolution on the number of the members of the board of  directors | ☐ | ☐ | ☐ |
| 11. | Resolution on the renumeration of members of the board of  directors | ☐ | ☐ | ☐ |
| 12. | Election of members of the board of directors | ☐ | ☐ | ☐ |
| 13. | Resolution on the remuneration  of auditor | ☐ | ☐ | ☐ |
| 14. | Election of the auditor and deputy auditor | ☐ | ☐ | ☐ |
| 15. | Authorizing the board of directors to acquire the company's own shares | ☐ | ☐ | ☐ |
| 16. | Authorizing the board of directors to resolve upon a share issue, which includes transfers of treasury shares and issues of option or other special rights entitling to shares | ☐ | ☐ | ☐ |