

PROXY FORM

Annual General Meeting of Avidly Plc 2021

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 13 April 2021.

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 7 April 2021 at 10:00 a.m. EET at the latest.

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 18 March 2021.

“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.

	Resolution item	For/Yes	Against/No	Abstain from voting
7.	Adoption of the financial statements and the consolidated financial statements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.	Resolution on the use of the loss shown on the balance sheet and the payment of dividend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9.	Resolution on the discharge from liability of the members of the board of directors and the CEO	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10.	Resolution on the number of the members of the board of Directors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11.	Resolution on the remuneration of members of the board of Directors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12.	Election of members of the board of directors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13.	Resolution on the remuneration of auditor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14.	Election of the auditor and deputy auditor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15.	Authorizing the board of directors to acquire the company's own shares	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>