

ADVANCE VOTING FORM

Avidly Plc's annual general meeting on 13 April 2021

Shareholders, whose shares are directly registered on their Finnish book-entry account, can vote in advance by using this form. Such shareholders may also cast their votes electronically by utilizing general meeting service accessible at <https://investors.avidlyagency.com>. Shareholders casting their votes electronically are not required to use this form.

Shareholders, whose shares are nominee-registered, must vote in advance by following the instructions set out in section C.4 of the notice to the general meeting available at Avidly Plc's website at <https://investors.avidlyagency.com>.

This form cannot be used to make counterproposals and present questions, but can only be made by following the instructions set out in the notice to the general meeting.

Avidly Plc's general meeting is held on Tuesday, 13 April 2021. The company's shareholders can participate in the meeting and exercise their shareholder rights only by voting in advance and by making counterproposals and presenting questions in advance. The number of advance votes a shareholder has is determined by the amount of Avidly Plc's shares on the shareholder's book-entry account or accounts on the record date of the general meeting, 30 March 2021.

The delivery of this form filled in as set herein by the due of 7 April 2021 at 10:00 a.m. constitutes registration for the general meeting, provided that the information required for registration as set out in this form is included.

With this form, I/we authorize Euroclear Finland Ltd. ("**Euroclear**"), the advance voting service provider for Avidly Plc's annual general meeting 2021, to register my/our votes with the shares I/we own/represent in certain items of agenda of Avidly Plc's annual general meeting 2021.

I/we understand that voting in advance by submitting this form requires that the shareholder has at least one valid Finnish book-entry account. The number of advance votes is confirmed on the Finnish record date of the annual general meeting (eight business days before the Meeting) based on the holding in the book-entry account.

Shareholder's information:

Shareholder's name*	
Date of birth*, business ID (Y-tunnus)*, or Euroclear artificial ID (X-code)*	
Address*	
Postal code and town/city*	
Country*	
Phone number	
E-mail	
Finnish book-entry account number*	

*The information is mandatory. Please note that for the date of birth only the date is required, not the full personal ID code.

Information of the person filling in and signing the form (if other than the shareholder), *i.e.* the shareholder's agent or proxy representative:

Name*	
Date of birth*, business ID (Y-tunnus)*, or Euroclear artificial ID (X-code)*	
Address*	
Postal code and town/city*	
Country*	
Phone number	
E-mail	

*The information is mandatory. Please note that for the date of birth only the date is required, not the full personal ID code.

Voting instructions:

I/we authorize Euroclear to register my/our votes with the shares I/we own/represent in each of the items of the agenda of the meeting as indicated with a cross (X) below.

If no voting instructions have been indicated below, or if there are more than one voting instructions on the same item, or if other text or markings other than a cross (X) have been used to indicate a voting instruction, this shall be construed as a statement by the shareholder that the shareholder's shares should not be taken into consideration as shares represented at the meeting for the purposes of the item in question. The shareholder's shares are not considered as shares represented at the meeting and the votes are not counted as cast votes with regard to the item in question.

I/we understand that if I/we give advance votes as a representative of an entity (incl. estate), the legal representative of the entity or a person authorized by the entity must provide necessary documents to prove the right to represent the entity (e.g. Trade Register extract or board resolution). Documents are requested to be attached to this advance voting form. If the documents are not submitted during the advance voting period or they are otherwise incomplete, the shares of the entity will not be included as shares represented at the annual general meeting.

It is recommended that a Finnish book-entry account holder votes in advance electronically at the address <https://investors.avidlyagency.com/>. In a situation where the Finnish book-entry account holder has voted in advance both electronically and via this advance voting form, Euroclear will register the most recent voting instruction.

[Continues on the next page]

Items of Avidly Plc's annual general meeting 2021:

The votes cast through this form concern the proposals made to Avidly Plc's annual general meeting, which have been included on the notice to the general meeting and area available from the website <https://investors.avidlyagency.com/>.

If no voting instructions have been indicated below, or if there are more than one voting instructions on the same item, or if other text or markings other than a cross (X) have been used to indicate a voting instruction, this shall be construed as a statement by the shareholder that the shareholder's shares should not be taken into consideration as shares represented at the meeting for the purposes of the item in question. The shareholder's shares are not considered as shares represented at the general meeting, and the votes are not counted as cast votes with regards to the agenda item in question.

"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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Place and date	
Signature	
Name in block letters	

To be returned in a completed and signed form either by email 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.**