



PROPOSALS OF CERTAIN SHAREHOLDERS FOR THE ANNUAL GENERAL MEETING OF AVIDLY PLC ON 13 APRIL 2021

Avidly Plc's (hereafter the "Company") shareholders, who jointly represent approximately 47.28 % of all the Company's shares and voting rights attached to the shares taking into account the treasury shares owned by the Company, proposes to the annual general meeting of the Company to be held on 13 April 2021 the following:

1. Proposal of the abovementioned shareholders for a resolution on the number of members of the board of directors (as presented in item number 10 of the notice to the general meeting)

The abovementioned shareholders of the Company propose to the general meeting that in total four (4) ordinary members shall be elected to the board of directors of the Company for the upcoming term.

2. Proposal of the abovementioned shareholders for a resolution on the remuneration of the members of the board of directors (as presented in item number 11 of the notice to the general meeting)

The abovementioned shareholders of the Company also propose to the general meeting that the remuneration for the chairman of the board of directors shall be EUR 4,000 per month, for the deputy chairman of the board of directors EUR 3,000 per month and for each of the other members of the board of directors EUR 2,000 per month. The remuneration shall be paid monthly for those months for which the person acts as a member or the chairman of the board of directors. The travel expenses of members of the board of directors shall be compensated in accordance with the Company's travel policy. Other allowances shall not be paid.



3. Proposal of the abovementioned shareholders for election of the members of the board of directors (as presented in item number 12 of the notice to the general meeting)

The abovementioned shareholders of the Company propose to the general meeting that Åsa Arvidsson, Joakim Fagerbakk, Juha Mikkola and Ville Skogberg are to be elected as members of the board of directors of the Company for a term that expires at the close of the next annual general meeting of the Company.

Save for Åsa Arvidsson, all other proposed persons act as members of the board of directors of the Company during the current term of office of the members of the board of directors of the Company.