

PROXY DOCUMENT

Annual General Meeting of Alma Media Corporation, 29 April 2020

I/we authorise Alma Media CFO Juha Nuutinen, or a representative designated by him, to represent myself/us and, if necessary, exercise the voting rights carried by all of my/our shares in accordance with the voting instructions specified below at Alma Media Corporation's (Business ID 1944757-4) Annual General Meeting on 29 April 2020.

Voting instructions:

Checkmark (X) the agenda items below to issue voting instructions to your proxy. **If you do not indicate your vote on any of the items below, your proxy shall vote in favour of the proposals specified in the Notice to the Annual General Meeting.**

By using this proxy document, a shareholder who has issued voting instructions indicating opposition to the resolution proposal or abstention from voting on the agenda item, shall refrain from calling for a full count of votes if the necessary support for the resolution can be otherwise determined at the meeting. Shareholders who participate by proxy cannot use their right, pursuant to the Finnish Limited Liability Companies Act, to request more detailed information or their right to demand a vote at the AGM.

Agenda item	In favor	Against	Abstain from voting
7. Adoption of the Financial Statements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Resolution on the use of the profit shown on the balance sheet and the payment of dividend	<input type="checkbox"/>		<input type="checkbox"/>
9. Resolution on the discharge of the members of the Board of Directors and the President and CEO from liability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Handling of the Remuneration Policy for the governing bodies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Resolution on the remuneration and travel allowances of the members of the Board of Directors	<input type="checkbox"/>		<input type="checkbox"/>
12. Resolution on the number of members of the Board of Directors	<input type="checkbox"/>		<input type="checkbox"/>
13. Election of the members of the Board of Directors	<input type="checkbox"/>		<input type="checkbox"/>
14. Resolution on the auditor's pay	<input type="checkbox"/>		<input type="checkbox"/>
15. Resolution on the number of auditors	<input type="checkbox"/>		<input type="checkbox"/>
16. Election of the auditor	<input type="checkbox"/>		<input type="checkbox"/>
17. Authorisation to the Board of Directors to repurchase own shares	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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|---|--------------------------|--------------------------|--------------------------|
| 18. Authorisation to the Board of Directors to decide on the transfer of own shares | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 19. Authorisation to the Board of Directors to decide on a share issue | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 20. Charitable donations | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Place and date _____ / _____ 2020

Signature

Signature

Shareholder's name in block letters

Shareholder's name in block letters

Shareholders are requested to send the completed and signed proxy document by 12:00 noon on 24 April 2020 in image or PDF format by e-mail to yhtiokokous@almamedia.fi, as an SMS attachment to +358 (0)50 438 0807 or by post to Alma Media Corporation, Sirpa Jyräsalo, P.O. Box 140, 00101 Helsinki, Finland.

A signed proxy document may also be returned to the reception employees at the Alma building (Alvar Aallon katu 3 C, Helsinki) by the deadline mentioned above.