

ADVANCE VOTING FORM



Alma Media Corporation Annual General Meeting on 29 March 2022

On the basis of this form, Innovatics Ltd ("Innovatics"), the advance voting service provider for Alma Media Corporation's (the "Company") Annual General Meeting 2022, will register my/our votes with the shares I/we own/represent concerning certain items of agenda of the Company's Annual General Meeting 2022.

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.

The personal information provided on this form is used to identify a shareholder through a comparison to information in the book-entry system, as well as to confirm shareholdings on the record date of the Annual General Meeting. The personal information will be stored in Innovatics's database for General Meetings for the Company's use, and information will not be used for any other purposes or for any other General Meetings.

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

*The information is mandatory

Voting instructions:

If no voting instructions have been indicated below, or if there are more than one voting instruction on the same item, or if other text or markings other than a cross (X) have been used to indicate a voting instruction, the item will be marked as "No action" when Innovatics registers the votes. This means that the shareholder's shares are not taken into consideration in 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 in the address www.almamedia.fi/en/general-meeting/2022. In a situation where the Finnish book-entry account holder has voted in advance both electronically and via this advance voting form, Innovatics will register the most recent voting instruction in the book-entry account.

Matters to be resolved at the Alma Media Corporation Annual General Meeting 2022

Agenda items 7 to 22 cover proposals of the Board of Directors of the Company to the Annual General Meeting in accordance with the notice of the Meeting. The option "Yes" means that the shareholder is in favor of approving the proposal. The option "No" means that the shareholder objects to the acceptance of the proposal. By voting in advance, it is not possible to submit a counter-proposal to the meeting. "Abstain from voting" means giving an empty vote and shares are considered to be represented in the Meeting, which has significance in resolutions requiring qualified majority (e.g. agenda items 18, 19, 20 and 21). In qualified majority items all shares represented at the Meeting are taken into account and abstentions thus have the same effect as votes Against/No. Therefore, abstaining from voting affects the voting result. Shareholders should be aware of this, especially if giving a vote against a proposal is not their intention.

	Proposals to the General Meeting	For/Yes	Against/No	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 a dividend	<input type="checkbox"/>	<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 for the financial period 1 January–31 December 2021	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	Discussion of the Remuneration Policy of the governing bodies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	Discussion of the Remuneration Report of the governing bodies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12	Deciding on the remuneration of the members of the Board of Directors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13	Resolution on the number of members of the Board of Directors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14	Election of the members of the Board of Directors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15	Resolution on the number of auditors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16	Resolution on the remuneration of the auditor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17	Election of the auditor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18	Proposal by the Board of Directors to amend the Articles of Association	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19	Authorisation to the Board of Directors to repurchase own shares	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20	Authorisation to the Board of Directors to decide on the transfer of own shares	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21	Authorisation to the Board of Directors to decide on a share issue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22	Charitable donations	<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 primarily as an attachment in connection with the electronic registration and advance voting or alternatively by email to yhtiokokous@almamedia.fi or by letter to Alma Media Corporation, Sirpa Jyräsalo, PO Box 140, FI-00101 Helsinki, Finland. The delivery must be received latest by 24 March 2022 by 10:00 a.m. (EEST).