



PROXY FORM

Annual General Meeting of Alma Media Corporation on 29 March 2022

I, the undersigned, hereby authorize _____ (fill the name and the date of birth of the proxy representative) to represent me and vote with my share/shares in accordance with the voting instructions given below at the Annual General Meeting of Alma Media Corporation to be held on 29 March 2022.

Place and date: _____

Signature(s): _____

Name(s) (in block letters): _____

The principal agrees to the transmission of information in accordance with this proxy document to Alma Media Corporation and Innovatics Ltd, as well as between these parties, to be used in connection with the Annual General Meeting and the processing of thereto related necessary registrations.

Shareholder information:

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*	

* Mandatory field

The personal information provided on this proxy 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 Ltd's database for General Meetings for the Alma Media Corporation's use, and information will not be used for any other purposes or for any other General Meetings.

The completed and signed Proxy form and the voting instructions shall be delivered primarily as an attachment in connection with the electronic registration and advance voting or alternatively by email to yhtiokokous@almamedia.fi or by mail to the address Alma Media Corporation, Sirpa Jyräsalo, PO Box 140, FI-00101 Helsinki, Finland at the latest by 24 March 2022 at 10:00 a.m., by which the documents must be received by Alma Media Corporation. If the proxy form is delivered without voting instructions, the proxy representative is entitled to vote as he/she/it deems fit.

Proxy representatives must also vote in advance on behalf of the shareholder during the advance voting period between 14 March 2022 at 10.00 a.m. and 24 March 2022 at 10.00 a.m. in the manner instructed in the notice to the Annual General Meeting.

I/we understand that if I/we give the proxy document as a representative of an entity (incl. estate), the legal representative of the entity or a person authorised 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 proxy form. If the documents are not submitted during the registration period or they are otherwise incomplete, the shares of the entity will not be included as shares represented at the Annual General Meeting.

Voting instructions starting from the next page



Voting instructions

Name of the shareholder (in print)

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.

The option "For/Yes" means that the shareholder is in favor of approving the Board proposal. The option "Against/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. Should you mark the cross to "Abstain from voting" in one or more items below, your representative shall give an empty vote to those items. In that case the shares are considered to be represented in the meeting, which is meaningful 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, instructing your representative to abstain from voting affects the voting result. Shareholders should be aware of this, especially if giving a vote against is not their intention.

Item	For/Yes	Against/No	Abstain from voting (blank)
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"/>



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| 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"/> |