



Proxy Document for a General Meeting (including voting instructions)

Alma Media Corporation's Annual General Meeting on 4 April 2023

The undersigned (hereinafter also the "principal" or "shareholder") authorises the following proxy representative alone (hereinafter also the "proxy representative") to represent himself/herself/itself and vote with his/her/its all shares in accordance with the voting instructions given below at Alma Media Corporation's Annual General Meeting on 4 April 2023:

Fill in the name of the proxy representative: _____

Fill in the date of birth of the proxy representative: _____

Fill in the phone number and/or email address of the proxy representative:

The completed and signed proxy form and voting instructions shall be delivered primarily as an attachment in connection with the registration and advance voting, or alternatively by e-mail to yhtiokokous@almamedia.fi or as originals by mail to Alma Media Corporation, Sirpa Jyräsalo, P.O. Box 140, FI 00101 Helsinki, Finland. Documents must be received no later than 10:00 a.m. (EET) on 30 March 2023.

The principal accepts everything that the proxy representative legally does or fails to do under this proxy document. The principal also 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 General Meeting and the processing of thereto related necessary registrations.

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 these voting instructions. 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 General Meeting. Proxy documents in original shall be presented to the company upon request.

Information of the principal:

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 General Meeting. The personal information will be stored in Innovatics Ltd'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.

[Continues on the next page]

Shareholder's name
Date of birth or business ID (Y-tunnus)
Address
Postal code and town/city
Country
Phone number
E-mail address
Place and date
Signature(s)

Voting instructions:

At the General Meeting, the proxy representative shall exercise the voting rights of the shareholder granting the authorisation in each of the items of the agenda of the General Meeting as indicated with a cross (X) below.

- The option "Yes" or "In favour" means that the shareholder is in favour of approving the proposal.
- The option "No" or "Against" 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 General Meeting or demand a voting.
- "Abstain from voting" means giving an empty vote and shares are considered to be represented in the General Meeting, although the shares are not considered voting in favour or against anything. This is meaningful, for example, in resolutions requiring qualified majority, as in qualified majority items all shares represented at the General 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 is not their intention. If not otherwise communicated, the voting instructions are presumed to concern all the shares that the shareholder holds.

The shareholder's shares are not taken into consideration in an item in question, not considered as shares represented at the General Meeting and not counted as cast votes with regard to the item in question if

- no voting instructions have been indicated
- there are more than one voting instruction on the same item
- other text or markings other than a cross (X) have been used to indicate a voting instruction.

In a situation where the shareholder has voted in advance more than once or via more than one voting channel, for example, both electronically and by using this proxy form, the votes given most recently will prevail.

If the shareholder does not state otherwise, the given voting instructions are assumed to concern all shares of the shareholder.

[Continues on the next page]

General Meeting agenda items

Agenda items set out below cover proposals of the Board of Directors and the Shareholders' Nomination Committee of the Company to the General Meeting in accordance with the notice to the General Meeting.

		In favour/ 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 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 2022	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10.	Discussion of the Remuneration Report 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"/>	<input type="checkbox"/>
12.	Resolution on the number of Members of the Board of Directors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13.	Election of the Members of the Board of Directors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14.	Resolution on the auditor's pay	<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.	Election of the auditor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17.	Proposal by the Board of Directors to amend the Articles of Association	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18.	Authorisation to the Board of Directors to repurchase own shares	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19.	Authorisation to the Board of Directors to decide on the transfer of own shares	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20.	Authorisation to the Board of Directors to decide on a share issue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21.	Charitable donations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>