



Proxy Document for the General Meeting (including voting instructions)

Alma Media Corporation's Annual General Meeting on 10 April 2025

The undersigned (hereinafter also the "principal" or "shareholder") authorise(s) 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 10 April 2025.

Name of the proxy representative: _____

Date of birth of the proxy representative: _____

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 electronic registration or alternatively by e-mail to agm@innovatics.fi or as originals by mail to Innovatics Ltd, General Meeting/Alma Media Corporation, Ratamestarinkatu 13 A, FI-00520 Helsinki, Finland. Documents must be received no later than on 7 April 2025 at 10:00 a.m. (EEST).

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 a copy of a board resolution). Documents are requested to be attached to this form. If the documents are not submitted during the registration period or they are otherwise incomplete, the entity's right to attend the General Meeting may be revoked and the shares of the entity will not be included as shares represented at the General Meeting. Original proxy documents shall be presented to the company upon request.

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Information of the principal:

The personal information provided in this proxy document is used to identify a shareholder through a comparison to information in the book-entry system, as well as to confirm the shareholding on the record date of the General Meeting on 31 March 2025. The personal information will be stored in Innovatics Ltd's general meeting database for Alma Media Corporation's use, and the information will not be used for any other purposes or for any other General Meetings.

Shareholder's name

Date of birth or business ID (*FI: Y-tunnus*)

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 agenda items 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, in which case the shares are considered as shares represented under the agenda item, although the shares are not considered voting in favour or against any option. This has an impact, for example, with respect to resolutions requiring a 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 their intention is not to vote against the proposal.

Shares represented by a shareholder under an agenda item in question are not considered as shares represented at the General Meeting and their votes are not considered as cast, if

- no voting instructions have been indicated
- there are more than one voting instruction on the same item
- 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 form, the votes given most recently will prevail.

If the shareholder doesn't state otherwise, the given voting instructions are assumed to concern all shares of the shareholder.

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General Meeting agenda items

Agenda items 7–22 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 2024	<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.	Decision on the remuneration of the verifier of sustainability reporting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18.	Election of a verifier for sustainability reporting	<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"/>

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		In favour/ Yes	Against/ No	Abstain from voting
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"/>