

CHARTER OF THE STRATEGY COMMITTEE OF ALMA MEDIA PLC

The purpose of the Strategy Committee is to support the company's management and Board of Directors in matters relating to various strategic initiatives connected with the development of the company's corporate and business strategies and the utilization of related strategic opportunities.

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Tasks

The tasks of the Strategy Committee may include, inter alia:

- Monitoring the preparation of strategic initiatives
- Reviewing alternative options for strategic initiatives identified by management
- Acting as a preparatory body for strategic initiatives requiring a decision by the Board of Directors
- Overseeing the implementation of strategic initiatives
- Evaluating the outcomes of strategic initiatives, including their implementation and financial results.

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Composition and Meetings

The Board of Directors shall appoint the members of the Strategy Committee from among its members at its organization meeting following the Annual General Meeting. The Strategy Committee shall consist of at least three members, who shall elect a Chair from among themselves.

The majority of the Committee members shall meet the applicable independence requirements, and each member shall possess such skills as the Board of Directors deems necessary for the assessment of strategic initiatives. The President and CEO or any other member of the company's management shall not be a member of the Strategy Committee.

The Strategy Committee shall meet as necessary and shall be convened by the Chair.

In addition to the President and CEO, the Chief Financial Officer and the General Counsel shall attend the meetings of the Strategy Committee.

Minutes shall be prepared for the meetings.

The minutes secretary shall be the General Counsel or another person appointed by the Committee and suitable for the task.

The Strategy Committee shall report on its work regularly to the Board of Directors.

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Approval of the charter

These Rules of Procedure were approved at the meeting of the Board of Directors held on 9 April 2026.

The Rules of Procedure shall be reviewed annually at the Board meeting following the organization meeting of the Board held after the Annual General Meeting.

The Rules of Procedure shall be published on the company's website, and their key elements shall be described in the company's Corporate Governance Statement and Annual Report.

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Company Obligations

The company shall disclose the number of Strategy Committee meetings held during the financial year and the attendance of committee members at those meetings.

Alma Media complies in full with the Finnish Corporate Governance Code for Listed Companies 2025 and reports any deviations relating to the Strategy Committee from the Code.