

PROPOSALS OF THE BOARD OF DIRECTORS FOR THE EXTRAORDINARY GENERAL MEETING OF AVIDLY PLC ON 12 OCTOBER 2022

Avidly Plc's (hereafter the "**Company**") board of directors have proposed to the extraordinary general meeting of the shareholders to be held on 12 October 2022 at 10:00 a.m. EET at meeting facilities of Avidly Plc at address Konepajankuja 1, 00510 Helsinki, Finland the following proposals:

1. Resolution on the number of members of the board of directors

The board of directors proposes to the general meeting that three (3) ordinary members of the board would be elected for the upcoming term.

Anton Holding II Oy, which after completion of the tender offer made by it shall own over 90 % of the voting rights attached to all shares of Avidly Plc, has requested the board of directors to make such a proposal.

2. Resolution on the remuneration of the members of the board of directors

The board of directors proposes to the general meeting that no remuneration be paid to the members of the board of directors to be elected.

Anton Holding II Oy, which after completion of the tender offer made by it shall own over 90 % of the voting rights attached to all shares of Avidly Plc, has requested the board of directors to make such a proposal.

3. Election of members of the board of directors

The board of directors proposes to the general meeting that John-Matias Uttana, Hampus Nestius and Philip Enckell be elected as members of the board of directors for a term commencing at the close of the general meeting and expiring at the close of the next annual general meeting. The board of directors proposes also that the term of office of the current board of directors shall end upon the close of extraordinary general meeting.

Anton Holding II Oy, which after completion of the tender offer made by it shall own over 90 % of the voting rights attached to all shares of Avidly Plc, has requested the board of directors to make such a proposal.