

INTRODUCTION OF BOARD MEMBER CANDIDATES

John-Matias Uttana, Hampus Nestius and Philip Enckell are investment professionals at Adelis Equity Partners. None of the candidates own shares directly in Avidly, and each candidate is independent of Avidly. None of them is independent of Anton Holding II Oy, which will be the largest shareholder of Avidly after the completion of its public tender offer for all issued and outstanding shares and special rights in Avidly.