

Voting by proxy / Postal voting

The Annual General Meeting of North Media A/S to be held on Friday, 12 April 2024 at 15:00 (CEST) at North Media A/S, Gladsaxe Møllevej 28, 2860 Søborg, Denmark.

This form may be used **either** to nominate a proxy to vote on your behalf at the Annual General Meeting **or** for postal voting.

Proxy

Please tick box (A), (B) or (C) as appropriate:

I, the undersigned, hereby appoint as my proxy:

- (A) the below-mentioned person to attend and vote on my behalf:

Please state the name and address of the proxy (CAPITAL LETTERS)

or

- (B) the Board of Directors (or a substitute appointed by it) to vote in accordance with the Board's recommendations as set out in the table below.

or

- (C) the Board of Directors (or a substitute appointed by it) to vote as indicated in the table below. Please tick the boxes "FOR", "AGAINST" or "ABSTAIN" as appropriate to indicate how you wish your votes to be cast.

The proxy form must reach Computershare A/S, Lottenborgvej 26 D, 1. sal, 2800 Kgs. Lyngby, Denmark, **by Monday, 8 April 2024 at 23:59 (CEST)**. The proxy can be nominated on the investor portal at northmedia.dk/investorer/generalforsamling or by filling in this form and submitting it by ordinary mail.

If you only date and sign the proxy form, the proxy will be deemed to be given to the Board of Directors to vote in accordance with the board recommendations. If the proxy form is only partially completed, votes on any item(s) not completed will be cast in accordance with the Board of Directors' recommendation. If new proposals not on the agenda are submitted to a vote, including proposals to amend a proposal, proxies may vote on your behalf as they see fit.

The proxy may be withdrawn by sending an e-mail stating name and VP account number to Computershare A/S to this address gf@computershare.dk.

If you withdraw the proxy, you will need to register again in order to attend the General Meeting.

Postal voting

I, the undersigned, hereby cast the following postal vote as stated in the table below.

The postal vote must reach Computershare A/S, Lottenborgvej 26 D, 1. sal, 2800 Kgs. Lyngby, Denmark, **by Thursday, 11 April 2024 at 12:00 (CEST)**. You may cast your postal vote on the investor portal at northmedia.dk/investorer/generalforsamling or by filling in this form and submitting it by ordinary mail.

Please note that neither North Media A/S nor Computershare will be responsible for any delay in the submission of documents. Proxy forms must reach Computershare A/S, Lottenborgvej 26 D, 1. sal, 2800 Kgs. Lyngby, Denmark, by Monday, 8 April 2024 at 23:59 (CEST). Postal votes must reach Computershare A/S by Thursday, 11 April 2024 at 12:00 (CEST).

