

Voting by proxy / Postal voting

The Annual General Meeting of North Media A/S to be held on Friday, 11 April 2025 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, 7 April 2025 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The proxy may be withdrawn by sending an e-mail stating name and VP account number to Computershare A/S to this address gf@computershare.dk.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, 10 April 2025 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, 7 April 2025 at 23:59 (CEST). Postal votes must reach Computershare A/S by Thursday, 10 April 2025 at 12:00 (CEST).

If you only date and sign the postal voting form, it will be deemed to be given in accordance with the Board of Directors' recommendations. If the postal voting form is only partially completed, votes on any item(s) not completed will be cast in accordance with the Board of Directors' recommendation. The postal vote will be counted in a vote if a new or amended proposal is substantially the same as the original proposal as reasonably determined by the Board of Directors. A postal vote cannot be withdrawn or replaced once received by Computershare A/S.

Please tick the boxes "FOR", "AGAINST" or "ABSTAIN" as appropriate to state how you wish your votes to be cast. Your postal vote cannot be withdrawn.

Item on the agenda (the full agenda is set out in the notice convening the Annual General Meeting)	For	Against	Abstain	Recommendation by the Board of Directors
1. The Board of Directors' report (not subject to a vote)				
2. Adoption of Annual Report				For
3. Appropriation of profit according to the adopted Annual Report The Board of Directors has decided that there will be no dividend for 2024				For
4. Presentation and adoption of remuneration report				For
5. Resolutions proposed by the Board of Directors or the shareholders				
5.1 Grant of authority to the Board of Directors to acquire treasury shares				For
5.2 The Company has not received any proposals from shareholders				
6. Election of members to the Board of Directors:				
Re-election of Ole Elverdam Borch				For
Re-election of Richard Bunck				For
Re-election of Ulrik Holsted-Sandgreen				For
Re-election of Ulrik Falkner Thagesen				For
Re-election of Ann-Sofie Østberg Bjergby				For
7. Appointment of auditors				
7.1 Re-appointment of PricewaterhouseCoopers Statsautoriseret Revisionspartnerselskab				For
7.2 Appointment of PricewaterhouseCoopers Statsautoriseret Revisionspartnerselskab to provide a report on the Company's sustainability report				For
8. Any other business (not subject to a vote)				

Name of shareholder	Custody account/VP account no.
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Address	Post code and city
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_____ 2 0 2 5 _____
Date

Shareholder's signature

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