

NOTIFICATION OF PARTICIPATION AND FORM FOR POSTAL VOTING

The Board of Directors of Acast AB (publ) ("Acast") has resolved that the shareholders at the Annual General Meeting on Tuesday 20 May 2025, may also exercise their voting rights at the Annual General Meeting by postal voting in accordance with the provisions of Acast's Articles of Association.

Notification of participation and postal vote to be received by Euroclear Sweden AB no later than Wednesday 14 May 2025.

Note that shareholders whose shares are nominee-registered must register the shares in their own name in order to vote. Instructions for this can be found in the notice of the Annual General Meeting.

The shareholder set out below hereby notifies Acast of its participation and exercises its voting right for all of the shareholder's shares in Acast, reg. no. 556946-8498, at the Annual General Meeting on Tuesday 20 May 2025. The voting right is exercised in accordance with the voting options marked below.

Name of the shareholder	Personal identity number/registration number

Declaration (if the signatory is a legal representative of a shareholder who is a legal entity):

The undersigned is a board member, the CEO or a signatory of the shareholder and solemnly declare that I am authorized to submit this postal vote on behalf of the shareholder and that the contents of the postal vote correspond to the shareholder's decisions

Declaration (if the signatory represents the shareholder by proxy): The undersigned solemnly declare that the enclosed power of attorney corresponds to the original and that it has not been revoked

Telephone number	E-mail
Place and date	
Signature	
Clarification of signature	

For postal voting, proceed as follows:

- Fill in the complete information above
- Select the preferred voting options below
- Print, sign and send the form in original to Acast AB (publ), "Annual General Meeting 2025", c/o Euroclear Sweden AB, P.O. Box 191, SE-101 23 Stockholm, Sweden or by e-mail to GeneralMeetingService@euroclear.com (with reference "Acast Annual General Meeting 2025"). Shareholders may also cast their postal votes electronically through BankID verification as per instructions available on <https://anmalan.vpc.se/euroclearproxy>
- If the shareholder is a natural person who is personally voting by post, it is the shareholder who should sign under *Signature* above. If the postal vote is submitted by a proxy of the shareholder, it is the proxy who should sign. If the postal vote is submitted by a legal representative of a legal entity, it is the representative who should sign
- A power of attorney shall be enclosed if the shareholder votes by proxy. If the shareholder is a legal entity, a registration certificate or a corresponding document for the legal entity shall be enclosed with the form

Further information regarding postal voting

A shareholder cannot give any other instructions than selecting one of the options specified at each item in the form. If a shareholder wishes to abstain from voting in relation to a matter, kindly refrain from selecting an option. A postal vote in its entirety is invalid if the shareholder has provided the form with specific instructions or conditions or if pre-printed text is amended or supplemented.

Only one form per shareholder will be considered. If more than one form is submitted, only the form with the latest date will be considered. The form latest received by Euroclear Sweden AB will be considered if two forms are dated at the same date. An incomplete or wrongfully completed form, or a form without valid authorisation documentation, may be discarded without being considered.

The postal voting form, together with any enclosed authorisation documentation, must be received by Euroclear Sweden AB no later than **Wednesday 14 May 2025**. A postal vote that a shareholder wishes to withdraw should be withdrawn no later than **Wednesday 14 May 2025** by contacting Euroclear Sweden AB by e-mail to GeneralMeetingService@euroclear.com (with reference "Acast Annual General Meeting 2025"), by post to Acast AB (publ), "Annual General Meeting 2025", c/o Euroclear Sweden AB, P.O. Box 191, SE-101 23 Stockholm, Sweden or by phone at +46 (8)-402 91 33 (Monday-Friday 9 a.m.- 4 p.m.).

If a shareholder has voted by post, and thereafter participates in the meeting venue in person or by proxy, the postal vote is still valid unless the shareholder participates in a vote during the meeting. If the shareholder during the meeting chooses to participate in a vote, the vote cast will replace the previously submitted postal vote in the relevant matter(s).

For complete proposals for resolutions, please refer to the notice of the Annual General Meeting and the other documents to the Annual General Meeting on Acast's website <https://investors.acast.com/bolagsstyrning/bolagsstamma>.

For information on how your personal data is processed, see the integrity policy that is available at Euroclear Sweden AB's website: <https://www.euroclear.com/dam/ESw/Legal/Privacy-notice-bolagsstammor-engelska.pdf>

For questions, please contact Euroclear Sweden AB on telephone number +46 (8)-402 91 33 (Monday-Friday 9 a.m. to 4 p.m.).

Annual General Meeting in Acast on 20 May 2025

The voting options below comprise, if not otherwise stated in the form, the proposals submitted by the Board of Directors and the Nomination Committee included in the notice of the Annual General Meeting and the other documents to the Annual General Meeting held available on the Company's website <https://investors.acast.com/bolagsstyrning/bolagsstamma>.

2. Election of Chair of the general meeting Elin Ljungström Yes <input type="checkbox"/> No <input type="checkbox"/>
4. Approval of the agenda Yes <input type="checkbox"/> No <input type="checkbox"/>
6. Determination of whether the general meeting has been duly convened Yes <input type="checkbox"/> No <input type="checkbox"/>
10. Resolution on:
10. a) adoption of the income statement and the balance sheet and the consolidated income statement and consolidated balance sheet regarding the financial year 1 January – 31 December 2024 Yes <input type="checkbox"/> No <input type="checkbox"/>
10. b) disposition of the Company's earnings in accordance with the adopted balance sheet Yes <input type="checkbox"/> No <input type="checkbox"/>
10. c) discharge from liability for the Board of Directors and the CEO (a) John Harrobin (Chair of the Board of Directors) Yes <input type="checkbox"/> No <input type="checkbox"/>
(b) Hjalmar Didrikson (Director) Yes <input type="checkbox"/> No <input type="checkbox"/>
(c) Jonas von Hedenberg (Director) Yes <input type="checkbox"/> No <input type="checkbox"/>
(d) Björn Jeffery (Director) Yes <input type="checkbox"/> No <input type="checkbox"/>
(e) Leemon Wu (Director) Yes <input type="checkbox"/> No <input type="checkbox"/>
(f) Samantha Skey (Director) Yes <input type="checkbox"/> No <input type="checkbox"/>
(g) Ross Adams (CEO) Yes <input type="checkbox"/> No <input type="checkbox"/>

11. Presentation of remuneration report for approval Yes <input type="checkbox"/> No <input type="checkbox"/>
12. Determination of the number of Directors of the Board Yes <input type="checkbox"/> No <input type="checkbox"/>
13. Determination of remuneration to the Board of Directors and the auditor (a) Remuneration to the Board of Directors Yes <input type="checkbox"/> No <input type="checkbox"/>
(b) Remuneration to the auditor Yes <input type="checkbox"/> No <input type="checkbox"/>
14. Election of Directors and Chair of the Board of Directors
14.1 Election of Directors (a) Björn Jeffery (re-election) Yes <input type="checkbox"/> No <input type="checkbox"/>
(b) Hjalmar Didrikson (re-election) Yes <input type="checkbox"/> No <input type="checkbox"/>
(c) John Harrobin (re-election) Yes <input type="checkbox"/> No <input type="checkbox"/>
(d) Jonas von Hedenberg (re-election) Yes <input type="checkbox"/> No <input type="checkbox"/>
(e) Samantha Skey (re-election) Yes <input type="checkbox"/> No <input type="checkbox"/>
(f) Marta Martinez (new election) Yes <input type="checkbox"/> No <input type="checkbox"/>
14.2 Election of Chair of the Board of Directors John Harrobin (re-election) Yes <input type="checkbox"/> No <input type="checkbox"/>
15. Election of auditor KPMG AB Yes <input type="checkbox"/> No <input type="checkbox"/>
16. Resolution regarding guidelines for remuneration to executive management Yes <input type="checkbox"/> No <input type="checkbox"/>
17. Resolution regarding LTI program 2025, including
17 a) resolution regarding performance stock unit program Yes <input type="checkbox"/> No <input type="checkbox"/>
17 b) resolution regarding issue of warrants Yes <input type="checkbox"/> No <input type="checkbox"/>

17 c) resolution regarding transfer of warrants to the participants or otherwise to a third party

Yes ☐ No ☐

18. Resolution regarding authorisation for the Board of Directors to resolve on new issues of shares and/or warrants

Yes ☐ No ☐

19. Resolution to amend the articles of association

Yes ☐ No ☐