## Annual General Meeting of ad pepper media International N.V. on 17 May 2022 Voting proxy and voting instruction

If you are unable to attend the Annual General Meeting of Shareholders of ad pepper media International N.V. (the "Company") to be held on Tuesday, 17 May 2022 at 09:30 CEST at the offices of NautaDutilh N.V., Beethovenstraat 400, 1082 PR Amsterdam, the Netherlands, (the "AGM") in person, you can authorise the Company's proxies or a third person to exercise your voting rights in accordance with your voting instruction below. Your timely registration and timely submission of proof of shareholding in accordance with the section "Registration for attendance in person" and "Proxy voting and voting instructions" in the convocation notice of the AGM is also required in this case.

Shareholders are requested to ensure that this voting proxy and voting instruction is completed and duly signed, and received by Computershare by email (e.g. as a PDF file) by no later than **18:00 CEST on Thursday 12 May 2022**:

ad pepper media International N.V. c/o Computershare Operations Center, 80249 München, Germany	e-mail:	anmeldestelle@computershare.de
Proxy for the AGM		
The undersigned:		
(if the Shareholder is a private person)		
Name (first name and surname)		
Address		
Postal code and city		
Country		
Passport number <sup>1</sup> and country of issue		
Number of shares held in the Company		
on the Record Date (i.e. Tuesday, 19 April 2022 (midnight CEST)		
Company name Office address Legal representative(s) <sup>2</sup> Passport number <sup>3</sup> and country of issue Number of shares held in the Company on the Record Date (i.e. Tuesday, 19 April 2022 (midnight CEST)		
hereinafter referred to as the "Shareholder",    NautaDutilh N.V., Beethovenstraat 400,    the following person:		
☐ the following person:		
Name (first name and surname)		
Address		
Postal code and city		
Country		
hereinafter referred to as the "Proxy Holder"	, to be present at the AGM on	behalf of the Shareholder, to sign the presence

Please attach copy of valid passport.

the Proxy Holder may deem necessary, all with the authority of substitution.

registration forms, participate in deliberations, speak, exercise voting rights that are connected to all the shares held by the Shareholder in respect of the items on the AGM 2022 agenda in accordance with the voting instruction below, and do whatever

Please attach documents evidencing that the representative(s)/signator(y)(ies) is/are authorised to represent the legal entity (e.g. copy of the excerpt of the trade register evidencing the authority).

<sup>&</sup>lt;sup>3</sup> Please attach copy of valid passport.

The Shareholder hereby agrees to indemnify and to hold harmless the Proxy Holder against any claims, actions or proceedings made against the Proxy Holder and against any damages, costs and expenses that the Proxy Holder might incur in connection with this power of attorney. This power of attorney is governed by Dutch law. Disputes, if any, with respect to this power of attorney shall be exclusively submitted to the competent court in the Netherlands. In the event that the Shareholder later decides to attend the AGM in person, he/she/it has the possibility to withdraw this power of attorney and voting instruction prior to the AGM at the reception desk of the venue of the AGM.

## **Voting instruction**

For a valid vote, only mark one box per voting item. In the event that this power of attorney is granted without voting instruction, it shall be deemed to be a voting instruction in favour of the voting item if the proposal is made by the Managing Board and/or the Supervisory Board of the Company where no voting instruction was given, and against the other voting item for all other proposals.

Individual voting instruction for agenda items (voting items only):	FOR	AGAINST	ABSTAIN
Agenda item 3.: Advisory Vote on the Remuneration Report 2021			
Agenda item 4.a.: Adoption of the 2021 annual accounts			
Agenda item 4.c.: Allocation of the result in the period 2021 to the accumulated deficit			
Agenda item 5.: Discharge of the member of the Management Board in respect of the performance of his duties during the 2021 financial year			
Agenda item 6.: Discharge of the members of the Supervisory Board in respect of the performance of their duties during the 2021 financial year			
Agenda item 7A.: Proposal to amend the Articles in conformity with the draft documents Annexes 1, 2, 3 and 4			
Agenda item 7B.: Proposal to appoint and authorise the member of the Management Board and each civil law notary, junior civil law notary, notarial assistant and lawyer, working at NautaDutilh N.V., to have the notarial deed amending the articles of association executed			
Agenda item 8.: Appointment of the auditor for the 2022 financial year			
Agenda item 9.: Authorisation of the Management Board to buy back Company stock for a period of 18 months			
ity Date Signature(s) (legal representation	ive(s) of) Sha	reholder	
lease state your phone number in case we have any further questions (voluntary):			