

Submit application form to:

Carnegie Investment Bank AB (publ)
 Regeringsgatan 56, 103 38 Stockholm
 Transaction Support - transactionsupport@carnegie.se
 +46 (0) 8 5886 94 83

Subscription period:	19 January – 2 February 2024
Subscription price:	1 SEK per class B share
Payment:	8 February 2024

Application form must be received by Carnegie Investment Bank AB (publ) no later than 3:00 p.m. (CET) on 2 February 2024.

The undersigned hereby subscribe, in accordance with the terms of Viaplay Group's prospectus dated 16 January 2024. Payment is made in accordance with the contract note, which is expected to be sent around the 6 February 2024 by e-mail in cases where the e-mail address is readable, otherwise by post.

Carnegie is hereby granted a proxy to take the actions Carnegie finds necessary in order for the allocated shares to be transferred to a VP- or custody account belonging to the undersigned. Furthermore it is confirmed that the undersigned have taken notice of what is specified below, under "Important information".

The undersigned has taken note of what is stated in the prospectus and is aware of, and acknowledges that:

- The application is binding and if more than one application form is submitted by the same applicant, only the last registered will be considered
- A securities account (Swe: VP-konto) at a Swedish bank or account operator has to be opened by the time of submission of the application form
- Allotment of shares may be done with a lower number of shares than the application specifies and may also be completely omitted
- Applications forms that are incomplete, filled out incorrectly or received too late may be disregarded
- No changes or additions are allowed to the printed text on the application form
- Full subscription in the rights issue is a condition for completion of the rights issue and that there is a risk that Viaplay Group will not have sufficient funds to repay the subscription price paid for subscription for class B shares if the rights issue is not completed
- The application has not been preceded by any investment advisory or other advisory. I/we have independently made the decision to purchase shares

Details on subscription

I/We hereby subscribe for without subscription rights in Viaplay Group, or the lower number of shares that may be allotted after reductions. No commission will be charged.

class B shares

Subscribed and allotted shares should be registered on the following VP account *:

VP account number:

0	0	0							
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***VP account (securities account)**

An account with Euroclear in the shareholder's or securities holder's own name.

Notice of allotment and payment

A contract note confirming that allotment of shares subscribed for without subscription rights will be sent to the subscriber, which is estimated to occur on or around 6 February 2024. Subscribers who will not be allotted shares will not receive a notice. Payment for shares must be made in accordance with the instructions stated on the contract note no later than two banking days after the notice regarding allotment has been sent to the subscriber. Delivery of new shares is expected on or around 16 February 2024.

Please note that for shareholders whose holding is registered with a custodian or other nominee, subscription for new shares shall be made in accordance with instructions from their custodian or nominee.

KNOW YOUR CUSTOMER

When subscribing for more than EUR 15,000, the following information must be provided.

1. Attach a certified copy of a valid ID document. For legal entities, the current registration certificate or equivalent, not older than three months, must also be attached, that validates signatory authority for the entity.

Certified ID copy and/or registration certificate is attached.

For a certification to be valid, it must contain:

- Copy of valid ID document
- A person other than the customer must certify that the ID document corresponds to the original by writing their signature with name clarification and their telephone number.

3. What is the main source of the funds you intend to invest come from?

- Inheritance/gift Salary or other income Pension Sale of real estate
 Returns from investments Insurance Surplus capital
 Other, please specify: _____

4. Is the purpose of the subscription to increase the return on your capital?

- Yes
 No. Please specify the purpose: _____

2. Are you or have you been (for the past 18 months) a person in a politically exposed position, PEP? Or are you a family member or a close associate of such?** Yes No

5:a – Information about beneficial owner

Surname & First name	Personal ID number	Postal address	PEP** (yes/no)	Ownership %	Voting right %

Depending on the answers above, Carnegie may contact you to ask additional questions.

**PEP is a person who has or has held important public functions in a state or in an international organization.

Information regarding the subscriber (Please insert text)

Personal ID number/Registration number	Legal Entity Identifier, LEI*** (mandatory for legal entities)	
Family name/Company name	First name	
Postal address	Postal code and city	
E-mail address	Telephone (daytime)	NCI****(see backside)
Place and date	Signature of subscriber (where applicable, parent or guardian)	Name

Information regarding guardians and authorized agents

If investment decision are made by a guardian or authorized agent, a special form "Guardians and Authorised Agents" must be filled in and attached to the application in order for the application to be valid.

Important information:

This application form and the other documents relating to the rights issue described above do not constitute an offer to sell or a solicitation of an offer to buy or subscribe for the securities or the subscription rights of the Company in any jurisdiction where such offer would be illegal. No action has been taken, or will be taken, to permit an offer to be made to the public in any jurisdiction other than Sweden, Denmark, Finland or Norway. Apart from described below, the offer is not being made, and will not be made, directly or indirectly, to persons located, residing or organised in the United States, Australia, Canada, Japan, New Zealand, South Africa, Switzerland or in any other jurisdiction (each, a "Restricted Jurisdiction") where such offer would be illegal or would require registrations, qualifications or actions other than those required under Swedish law. Accordingly, this application form, the rights issue documents and the information contained therein are not being, and must not be, taken, sent, transmitted or distributed into or within any Restricted Jurisdiction.

In any EEA Member State other than Sweden, Denmark, Finland and Norway, this application form is only addressed to and is only directed at qualified investors in that Member State within the meaning of Regulation (EU) 2017/1129 (the "Prospectus Regulation"), i.e., only to investors who can receive the application form without an approved prospectus in, or a so-called passported prospectus into, such EEA Member State.

This application form is only being distributed to and is only directed at persons in the United Kingdom that are (i) investment professionals falling within Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005, as amended (the "Order") or (ii) high net worth entities, and other persons to whom this application form may lawfully be distributed, falling within Article 49(2)(a) to (e) of the Order, provided that they are also a qualified investor as defined in Article 2 of Regulation (EU) 2017/1129 as it forms part of the United Kingdom domestic law by virtue of the European Union (Withdrawal) Act 2018 (all such persons together being referred to as "Relevant Persons"). This application form must not be acted on or relied on by persons who are not Relevant Persons. Any investment or investment activity to which this application form relates is available only to Relevant Persons and will be engaged in only with Relevant Persons. Persons distributing this application form must satisfy themselves that it is lawful to do so.

The securities have not been, and will not be, registered under the United States Securities Act of 1933, as amended (the "Securities Act"), or the securities laws of any state or other jurisdiction in the United States, and may not be offered, subscribed for, exercised, pledged, sold, resold, granted, allotted, delivered or otherwise transferred, directly or indirectly, within or to the United States, except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act, and in compliance with applicable securities legislation in any state or other jurisdiction of the United States. There will not be any public offering of the securities in the United States.

Any subscription or purchase in violation of the above restrictions will be considered invalid.

Carnegie handles administrative information in the offer. Carnegie's receipt and handling of acceptance forms does not lead to a customer relationship between the participant in the offer and Carnegie. This means among other things that neither a so called customer categorisation nor a so called suitability assessment will be made regarding the offer.

Payment and delivery of shares

Payment for shares allotted through Carnegie shall be made no later than the settlement date in accordance with the instructions on the contract note. Delivery of shares to those allotted will take place when payment has been made, however, at the earliest on the settlement day.

*****Requirement of LEI-code for juridical persons**

Legal Entity Identifier (LEI) is a global identification code for legal entities that is mandatory for securities transactions. Remember to apply for registration of LEI code in good time if it is not possessed as the code needs to be stated on the application form. More information about the LEI requirements can be found on the Swedish Financial Supervisory Authority's website www.fi.se

******Requirements of NCI-number for physical persons**

National ID or National Client Identifier (NCI-number) is a global identification code for individuals that is mandatory for securities transactions. If you only have Swedish citizenship, your NCI number consists of the designation "SE" followed by your social security number. If you have several or something other than Swedish citizenship, your NCI number can be another type of number. For more information on how to obtain NCI numbers, please contact your local bank. Remember to find out your NCI number in good time as the number must be stated on the registration form.

The personal data provided in this subscription form will be processed by Carnegie to administer the application and otherwise in order for Carnegie to be able to fulfil its obligations according to the terms of this application. The personal data may be processed together with Euroclear Sweden AB's securities register since the shares will be registered in accordance with the Swedish Securities Accounts Act (*Sw. lag (1998:1479) om kontoföring av finansiella instrument*). Personal data may for a defined purpose - in observance of bank secrecy rules - occasionally be disclosed to other companies within the Carnegie Group or to undertakings which co-operate with Carnegie, within and outside the EU/EEA in accordance with EU's approved and appropriate protective measures. In certain cases Carnegie is also under a statutory duty to provide information, e.g., to the Swedish Financial Supervisory Authority and the Swedish Tax Agency. You may read more about how the bank processes personal data at <https://www.carnegie.se/en/personaldata/>.