

INVITATION

The shareholders of Roularta Media Group NV are invited to the extraordinary general meeting, which will be held on **Wednesday, 16 August 2023 at 11.00** at the company's registered office at Meiboomlaan 33, B-8800 Roeselare.

AGENDA AND MOTIONS FOR THE EXTRAORDINARY GENERAL MEETING

1. Appointment of director.

At the advice of the appointments and remuneration committee, the board of directors proposes the appointment of the NV Cella, represented by its permanent representative Mr William De Nolf as non-executive director for a period of four years, i.e. until the annual meeting that will decide on the annual financial statements for the financial year ending on 31 December 2026.

Motion: on the basis of the board of directors' nomination, the extraordinary general meeting decides to appoint the NV Cella, represented by its permanent representative Mr William De Nolf as non-executive director for a period of four years, i.e. until the annual meeting that will decide on the annual financial statements for the financial year ending on 31 December 2026.

ENTITLEMENT TO TAKE PART IN THE EXTRAORDINARY GENERAL MEETING AND TO VOTE

Entitlement to take part in the extraordinary general meeting is granted only to those shareholders whose securities are registered by the record date, this being **Wednesday, 2 August 2023 at midnight (24:00) Belgian time.**

For *nominal shareholders*, the proof of registration in the shareholder register on the registration date will apply.

The owners of *dematerialised shares* must have the securities with which they wish to participate in the extraordinary general meeting registered by the registration date at the latest.

NOTICE

Nominal shareholders are requested to inform the board, no later than **Thursday, 10 August 2023**, of their intention to attend the extraordinary general meeting, either by post to Roularta Media Group NV, Meiboomlaan 33, 8800 Roeselare, or by email to sophie.van.iseghem@roularta.be.

Holders of *dematerialised shares* need both to inform the board of their intention to participate in the extraordinary general meeting (in the manner indicated above) and to provide evidence of the fulfilment of the registration formalities to ING Bank, in both cases **no later than Thursday, 10 August 2023** within office hours. They will be admitted to the extraordinary general meeting following confirmation by the ING Bank to Roularta Media Group NV of the completion of the registration formalities or submission of the certificate issued by the depositary institution, recognised account holder or settlement institution confirming that registration took place by the registration date.

PARTICIPATION IN THE EXTRAORDINARY GENERAL MEETING

Every shareholder who has fulfilled the previously stated admission requirements (registration/notification) may:

(1) participate physically in the extraordinary general meeting that is held at the registered office of the company.

(2) vote by proxy: shareholders who wish to vote in this way must use the proxies with specific voting instructions that the company is making available through its website www.roularta.be/en/roularta-stock-market/extraordinary-general-meeting-2023. Other proxies will not be accepted. This proxy can be sent by post (to the registered office of the company) or by email (sophie.van.iseghem@roularta.be) with a scanned or photographed copy of the completed and signed proxy. In order to validly participate in the voting in this way, this proxy must be delivered to the company no later than **Thursday, 10 August 2023**.

(3) vote by letter: each shareholder may cast his or her vote by letter using a voting form (see Article 7:146 of the Belgian Companies and Associations Code) which is being made available on the company's website (www.roularta.be/en/roularta-stock-market/extraordinary-general-meeting-2023). To vote in this way, a scanned or photographed copy of the completed and signed voting form can be sent by post (to the registered office of the company) or by email (to sophie.van.iseghem@roularta.be). In order to validly participate in the voting in this way, the voting form must be delivered to the company no later than **Thursday, 10 August 2023**.

ADDING ITEMS TO THE AGENDA

One or more shareholders jointly owning at least 3% of the capital of the company are permitted to add discussion topics to the agenda of the extraordinary general meeting and submit motions with regard to subjects already included or to be included on the agenda.

Shareholders wishing to exert this right are asked to submit their requests in writing by **Tuesday, 25 July 2023** at the latest. Requests should be submitted by post to Roularta Media Group NV, f.a.o. Sophie Van Iseghem, Meiboomlaan 33, 8800 Roeselare or by email to sophie.van.iseghem@roularta.be. Depending on the subject matter, requests must be accompanied by (1) details of the subjects to be discussed and the associated motions or details of the motions to be placed on the agenda, as well as (2) proof, in accordance with Article 7:130 of the Belgian Companies and Associations Code, that they own at least 3% of the capital and (3) a postal or email address for the shareholder(s) to which the company can send confirmation of the request within 48 hours of receipt. When items are added to the agenda, the company will issue an amended agenda by **Tuesday, 1 August 2023** at the latest.

QUESTIONS IN WRITING

All shareholders who have completed the formalities to participate in the extraordinary general meeting may ask questions in writing by sending them to the company, by **Thursday, 10 August 2023** at the latest, by letter or email (sophie.van.iseghem@roularta.be). The written questions will be answered orally by the board of directors and/or the statutory auditor during the extraordinary general meeting before the vote, provided that the divulging of the facts or data is not such that it would have an adverse effect on the commercial interests of the company or be in breach of the confidentiality obligations to which the company, its directors or statutory auditor have committed. The answers to these written questions will be published on the company's website (www.roularta.be/en/roularta-stock-market/extraordinary-general-meeting-2023).

PRIVACY AND DATA PROTECTION

Roularta Media Group NV is responsible for the processing of personal data that it receives and/or collects with regard to shareholders and proxy vote holders in the context of the extraordinary general meeting. The processing of this personal data is done for the purpose of organising and holding the extraordinary general meeting. The personal data includes, among other things, identification data of the shareholders and proxy vote holders, the number of shares the company has, proxies and voting instructions, and will be stored by Roularta Media Group NV for a period of maximum 10 years after the extraordinary general meeting. This data can also be transferred to third parties for the purpose of providing certain services to Roularta Media Group in the context of organising and holding the extraordinary general meeting. For more information, we would like to refer you to our privacy policy, which can be freely consulted on our website at the following link: www.roularta.be/nl/privacy-policy. In accordance with the General Data Protection Regulation, you have the right to inspect and correct your data at any time. If you have any further questions or comments with regard to this data or your rights as a data subject, you can contact us at the email address: sophie.van.iseghem@roularta.be.

The Board of Directors