

NOTICE OF ATTENDANCE AND FORM OF MAIL VOTING

according to Section 22 of the Swedish Act (2020:198) on Temporary Exemptions to Facilitate the Execution of General Meetings in Companies and Associations.

The shareholder set out below hereby gives notice of attendance and exercises its voting right for all of the shareholder's shares in Online Brands Nordic AB, 556211-8637 (the "**Company**"), at the Extraordinary General Meeting on Tuesday, 29 December 2020. The voting right is exercised in the manner set out in the marked responses below.

| Name of shareholder | Personal identification no. / Company registration no. |
|---------------------|--|
| | |

Assurance (if the undersigned is a legal representative for a shareholder that is a legal entity):

I, the undersigned is a board member, CEO or authorised signatory of the shareholder and solemnly declare that I am authorised to submit this advance vote on behalf of the shareholder and that the contents of the advance vote correspond to the shareholder's decision.

Assurance (if the undersigned represents the shareholder by proxy):

I, the undersigned, solemnly declare that the enclosed power of attorney corresponds to the original and that it has not been revoked.

Place and date

Signature (proxies and legal representatives should use their own signature)

Clarification of signature (proxies and legal representatives should use their own name)

The shareholder's address and telephone number

The shareholder's e-mail

Instructions:

- Complete the information above.
- Select the preferred voting options below.
- Print, sign and send the original form to Online Brands Nordic AB, Österlånggatan 44, 503 37 Borås, Sweden. A completed and signed form may also be submitted electronically and shall in such a case be submitted by sending the completed and signed form by e-mail to nina@ideguld.se.
- If the shareholder votes by proxy, a power of attorney should be appended to the mail voting form. If the shareholder is a legal entity, a certificate of registration or other proof of authority should be appended to the mail voting form.

Please note that shareholders with nominee registered shares must register the shares in their own name to be entitled to vote. Instructions in this regard can be found in the notice to the general meeting.

The shareholder cannot include any other instructions than selecting one of the options specified under each item in the form. If a shareholder wishes to abstain from voting in relation to a matter, the shareholder shall refrain from selecting an option. If the shareholder has included any special instructions or conditions in the form or made changes to pre-printed texts, the vote is invalid in its entirety. Only one form of mail voting per shareholder will be considered. If a shareholder submits more than one form, the form with the latest date will be considered. If two forms are dated on the same date, only the form last received by the company will be considered. An incomplete or incorrectly completed form may be discarded without being considered.

The mail voting form, together with any appended authorisation documents, shall be received by the Company by 28 December 2020, at the latest. A submitted mail vote can be withdrawn up to and including 28 December 2020 in the same manner as the mail vote was submitted.

Below, the shareholder can state how it wishes to vote in the matters included in the proposed agenda, which is set out in the notice of the Extraordinary General Meeting. “Yes” means that the shareholder votes in accordance with the proposal that is set out in the notice of the general meeting and “No” means that the shareholder votes no to the proposal that is set out in the notice of the general meeting.

Please refer to the notice of the Extraordinary General Meeting on the Company’s website, <https://www.onlinebrands.se/ir/>, for proposals for resolution regarding the items on the agenda for the Extraordinary General Meeting.

For information on how personal data is processed in connection with the Extraordinary General Meeting, see the privacy notice that is available at Euroclear Sweden AB’s website, <https://www.euroclear.com/dam/ESw/Legal/Privacy-notice-bolagsstammor-engelska.pdf>.

If you have any questions, please call +4676-860 60 10, weekdays between 09:00 and 16:00 (CET).

Mail voting at the Extraordinary General Meeting of Online Brands Nordic AB, on Tuesday 29 December 2020

The options below refer to Board of Director's submitted proposals, which are stated in the notice to the Extraordinary General Meeting.

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|--|
| 1. Election of Chairman of the Meeting Yes <input type="checkbox"/> No <input type="checkbox"/> |
| 2. Preparation and approval of the voting list Yes <input type="checkbox"/> No <input type="checkbox"/> |
| 3. Approval of the proposed agenda Yes <input type="checkbox"/> No <input type="checkbox"/> |
| 4. Election of one or two persons to verify the minutes Yes <input type="checkbox"/> No <input type="checkbox"/> |
| 5. Determination whether the Meeting has been duly convened Yes <input type="checkbox"/> No <input type="checkbox"/> |
| 6. Resolution on amending the articles of association Yes <input type="checkbox"/> No <input type="checkbox"/> |
| 7. Resolution on authorisation Yes <input type="checkbox"/> No <input type="checkbox"/> |

A shareholder that wishes that the resolutions under one or several items in the form above be deferred to a continued general meeting can state this below (should only be used if the shareholder has such a request). Please use numerals.

Item(s):
