

**ATTENDANCE CARD**  
**Keywords Studios plc –**  
**ANNUAL GENERAL MEETING**

On completion, the Form of Proxy should be sent to: Link Group, 10th Floor, 29 Wellington Street, Leeds LS1 4DL.

The Board of Keywords Studios PLC strongly encourages all shareholders to vote on the resolutions to be proposed at the Annual General Meeting by proxy before the deadline of 24 May 2021. Due to the current instructions from the UK Government regarding COVID-19 and the restrictions on social contact, public gatherings and non-essential travel, shareholders are not expected to be able to attend the meeting in person and the meeting will instead be broadcast via videoconference with a Question and Answer facility. Shareholders are encouraged to register for the videoconference using this URL: <https://www.keywordsstudios.com/agm2021/>.

To be held at: Keywords Studios, 39 Earlham Street, London, WC2H 9LT, United Kingdom  
 11.00 a.m. on 26 May 2021.

**Explanatory notes**

Given the expected restrictions to shareholders and proxies physically attending the Annual General Meeting in person, it is strongly advised that you appoint the Chairman of the Annual General Meeting to act as your proxy.

- Please insert your name and address in capital letters. In the case of jointly held shares please also insert in capital letters the name(s) of the other joint holder(s).
- If the proxy is being appointed in relation to part of your shareholding only, enter the number of shares over which they are authorised to act as your proxy in the space provided. If left blank, the proxy will be authorised in respect of your full voting entitlement.
- You may appoint more than one proxy provided each proxy is appointed to exercise rights attached to different shares. To do so, you should photocopy the Form of Proxy and indicate in the space provided the number of shares in respect of which your proxy is entitled to act as your proxy. Specifying a number of shares in excess of those held by you as at the record date will result in the proxy appointments being invalid.
- To direct the proxy how to vote on the resolutions, mark the appropriate box with an 'X'. To abstain from voting on a resolution, select the relevant 'vote withheld' box. A vote withheld is not a vote in law, which means that the vote will not be counted in the calculation of votes for or against the resolution. If no voting indication is given, your proxy will vote or abstain from voting at his or her discretion. Your proxy will vote (or abstain from voting) as he or she thinks fit in relation to any other matter which is put before the Meeting.
- To be valid this Form of Proxy must be deposited at Link Group, 10th Floor, 29 Wellington Street, Leeds LS1 4DL by 11:00 a.m. on 24 May 2021.
- A corporation must execute this Form of Proxy under its common seal or under the hand of an officer or attorney duly authorised in writing.
- If this Form of Proxy is executed under a power of attorney or other authority, such power of attorney or other authority or a certified copy thereof must be lodged along with the Form of Proxy.
- In the case of joint holders the vote of the senior shall be accepted to the exclusion of the other joint holders, seniority being determined by the order in which the names stand in respect of the joint holding in the Register.
- Completion and return of the Form of Proxy does not preclude a member from attending and voting in person at the Meeting. If you have appointed a proxy and attend the Meeting in person, your proxy appointment will automatically be terminated.

Keywords Studios plc: Form of Proxy (BLOCK CAPITALS PLEASE)

Barcode:

Investor Code:

Event code:

I/We (see note 1) being a member/members of Keywords Studios plc appoint the Chairman of the Meeting, or (see note 2)

Number of ordinary shares of 1p each in the Company appointed over. (see notes 3 and 4).

as my/our proxy, to attend and vote for me/us at the Annual General Meeting of Keywords Studios plc to be held on 26 May 2021 at 11:00 a.m. and at the offices of Keywords Studios, 39 Earlham Street, London, WC2H 9LT or any adjournment thereof.

Please indicate with an 'X' in the spaces provided how you wish your votes to be cast on the resolution specified (see note 5).

**RESOLUTIONS**

	For	Against	Vote Withheld
1 To receive the audited financial statements and the reports of the Directors and Auditors for the year ended 31 December 2020	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2 To receive the Remuneration Report of the Company for the year ended 31 December 2020	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
3 To re-elect Andrew Day as a Director	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4 To re-elect Georges Fornay as a Director	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
5 To re-elect Charlotta Ginman as a Director	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
6 To re-elect Ross Graham as a Director	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
7 To re-elect Giorgio Guastalla as a Director	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
8 To re-elect David Reeves as a Director	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

**RESOLUTIONS**

	For	Against	Vote Withheld
9 To re-elect Jon Hauck as a Director	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
10 To elect Sonia Sedler as a Director	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
11 To appoint BDO LLP as Auditor	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
12 To authorise the Directors to fix the Auditor's remuneration	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
13 To authorise the Directors to allot shares generally	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

**SPECIAL RESOLUTIONS**

	For	Against	Vote Withheld
14 Disapplication of pre-emption rights on a limited basis	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

To assist with arrangements, if you intend attending the meeting in person please place an 'X' in the box opposite

Subject to any voting instructions so given the proxy will vote, or may abstain from voting, on the resolution as he or she may think fit.

Signature(s)

dated this

day of

2021