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Guidelines for attending the 2023 Annual General Meeting of Shareholders through Electronic Media (E-AGM.2023) and appointment of Proxy

1. In case shareholders are attending the E-AGM.2023

1.1 Please fill in “Registration form for attending the E-AGM.2023” (Enclosure no.9). Kindly fill in email and your cell phone number clearly in order to be used for the meeting registration and attach identification document to confirm the attendance at E-Meeting as follows:

- In the event that the shareholder is an ordinary person—a valid certified true copy of ID card or passport or other official document issued by a government authority (Please cross out or remove your sensitive personal Data such as religion, race etc.).
- In the event that the shareholder is a juristic person – an executed version of the power of attorney or a proxy and supporting documents as per the detail in item “Supporting documents for the appointment of proxy” in next page.

Please submit the “Registration form for attending the E-AGM.2023 and such identification document to the Company by July 17, 2023 via the following channels:

- Email: register@masterad.com or
- Post:
Company Secretary Office,
Master Ad Public Company Limited
No.21, TST TOWER 21th floor, Viphavadi-Rangsit Rd.,
Chomphon Sub-district, Chatuchak District, Bangkok 10900

1.2 When the Company receives the documents as per item 1.1 from you, the Company will proceed with inspecting the documents to confirm the meeting attendance. Once completed, the Company will send a username and password, together with Web Link for attending the E-AGM.

Kindly keep the username and password provided for the shareholder in confidence and refrain to disclose it to other persons. In the case that your username and password are lost or you have not received it by July 14, 2023, please immediately contact the Company.

1.3 Please read the manual for using the E-AGM system thoroughly from the email that the Company sends to you. The system will be opened 60 minutes prior to the meeting so that shareholders can register to attend the meeting. However, the live broadcast of E-AGM will begin at 14.00 hrs.

1.4 To vote during the E-AGM.2023, a shareholder may cast his or her vote on each agenda to either Approve, Disapprove, or Abstain from voting. For the shareholders who do not vote on any agenda, the system will automatically count your vote as “Approve”.

1.5 If you encounter with any technical problem in using the E-AGM. system before or during the meeting, please contact Quidlab Company Limited who will be the Company’s service provider for the Company’s E-AGM’s meeting. The Company will specify a contact channel for Quidlab Company Limited in the email containing the username and password.

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2. In case shareholders appoint a proxy to attend the E-AGM.2023

In case that a shareholder is unable to attend the E-AGM.2023 meeting, he/she may authorize another person or the following Company's Independent Director, to attend and vote on his/her behalf.

1. Mr.Voraphot Chanyakomol

Independent Director and Chairman of the Audit Committee

Age: 56

Address:

Master Ad Public Company Limited

No.21, TST TOWER 21th floor, Viphavadi-Rangsit Rd.,
Chomphon Sub-district, Chatuchak District, Bangkok 10900

Equity on the agenda: -None-

2.Mr.Danai Tangsriviriyakul

Independent Director and Audit Committee

Age: 74

Address:

Master Ad Public Company Limited

No.21, TST TOWER 21th floor, Viphavadi-Rangsit Rd.,
Chomphon Sub-district, Chatuchak District, Bangkok 10900

Equity on the agenda: -None-

In this regard, the shareholders are requested to fill in and sign the proxy form that the Company has delivered to the shareholders or which can be downloaded from the Company's website at <https://investor.masterad.com/en/home> and send the proxy together with supporting documents for the appointment of proxy (as specified below) to the Company by July 17, 2023 via the following channels:

- Email: register@masterad.com or
- Post:
Company Secretary Office,
Master Ad Public Company Limited
No.21, TST TOWER 21th floor, Viphavadi-Rangsit Rd.,
Chomphon Sub-district, Chatuchak District, Bangkok 10900

Supporting documents for the appointment of proxy
Shareholder appoints a proxy

1. A Proxy Form which is completely filled and signed by the proxy grantor and the proxy; and
2. A copy of valid ID card or passport (Please cross out or remove your sensitive personal Data such as religion, race etc.) certified true copy by the proxy grantor; (Please cross out or remove sensitive personal Data such as religion, race etc.) and
3. A copy of valid ID card or passport (Please cross out or remove your sensitive personal Data such as religion, race etc.) certified true copy by the proxy. (Please cross out or remove sensitive personal Data such as religion, race etc.)

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Juristic person appoints a proxy

1. A Proxy Form which is completely filled and signed by such juristic person's authorized person and have such juristic person's company seal affixed (if any) of the proxy grantor and signed by the proxy; and
2. A certified true copy of the Affidavit or Certificate of Incorporation of the proxy grantor which is issued in the period of not exceeding 6 months prior to the shareholder meeting; and
3. A copy of valid ID card or passport (Please cross out or remove your sensitive personal Data such as religion, race etc.) certified true copy by the proxy grantor's authorized person; and
4. A copy of valid ID card or passport certified true copy by the proxy. (Please cross out or remove sensitive personal Data such as religion, race etc.)

Non-Thai national or foreign juristic person

In the event that the documents or evidence mentioned above is not a Thai or English document. Shareholders are required to present an English translation of the document which signed to certify the translation by the shareholders or by the authorized person to bind the juristic person who is the shareholder.

3. Channel for shareholder to send comments or questions related to the Company and agenda to be considered in the E-AGM.2023 are as follows:

- 3.1 During the E-AGM.2023 meeting, the shareholder attending the meeting can submit comments or questions via the E-AGM. system.
- 3.2 The shareholder can submit comments or questions in advance by sending the "Submit questions in advance form for the E-AGM.2023" (Enclosure no.10), to the Company by July 17, 2023 via the following channels:

- Email: register@masterad.com or
- Post:

Company Secretary Office,

Master Ad Public Company Limited

No.21, TST TOWER 21th floor, Viphavadi-Rangsit Rd.,

Chomphon Sub-district, Chatuchak District, Bangkok 10900