

## PROXY FORM

in accordance with Chapter 7 Section 54 (a) of the Swedish Companies Act

I hereby appoint the proxy stated below, or whomever he or she may appoint, to vote on my behalf for all my shares in AcadeMedia AB (publ), Reg. No. 556846-0231, at the annual shareholders' meeting of AcadeMedia AB (publ), on 17 November 2016.

### Proxy

|                      |  |
|----------------------|--|
| Name of the proxy    | Personal identity number/Date of birth |
| Address              |  |
| Postal code and city | Telephone number                       |

### Signature by the shareholder

|                         |  |
|-------------------------|--|
| Name of the shareholder | Personal identity number/Date of birth/Registration number |
| Place and date          | Telephone number   |
| Signature*              |  |

\*If signing for a company, a clarification of signature shall be included above and an up to date certificate of registration (or the equivalent) shall be enclosed to the completed proxy form.

Please note that a shareholder shall give the company notice of attendance – as set out in the notice convening the meeting – even if the shareholder intends to exercise his or her voting rights through a proxy.

The completed proxy form in original (with any enclosures) should be sent to AcadeMedia AB (publ), c/o Euroclear Sweden, "Årsstämman", Box 191, SE-101 23 Stockholm, together with the notice of attendance. For the avoidance of doubt, if the shareholder does *not* intend to exercise his or her voting rights through a proxy, the proxy form does not have to be sent to the company.

