FORM OF PROXY

eMedia Holdings Limited

(Incorporated in the Republic of South Africa) (Registration number: 1968/011249/06)

Ordinary shares (Share code: EMH • ISIN: ZAE000208898) N ordinary shares (Share code: EMN • ISIN: ZAE000209524)
(eMedia Holdings or the Company or the Group)

Tuesday, 1 September 2026 at 11:00
Suite 801, 76 Regent Road, Sea Point, 8005

I/we (name in full)

of address

being the registered holder of ordinary shares and

N ordinary shares in the company

hereby appoint:

1. or failing him/her

2. or failing him/her

3. or failing him/her

the Chairperson of the meeting as my proxy to vote for me and on my behalf at the Annual General Meeting of the Company and at any adjournment thereof as follows:

Resolution in respect of items of business:				
Resolution number		**For**	**Against**	**Abstain**
Ordinary resolutions				
1.	Re-election of Director – Mr MKI Sherrif			
2.	Re-election of Director – Mr Y Shaik			
3.	Re-election of Director – Ms RD Watson			
4.	Election of Director – Mr HJ Carse			
5.	Re-appointment of auditor			
6.	Re-election of member of the Audit and Risk Committee – Mr L Govender			
7.	Re-election of member of the Audit and Risk Committee – Mr VE Mphande			
8.	Re-election of member of the Audit and Risk Committee – Ms RD Watson			
9.	Re-election of member of the Social and Ethics Committee – Mr JA Copelyn			
10.	Re-election of member of the Social and Ethics Committee – Mr L Govender			
11.	Re-election of member of the Social and Ethics Committee – Ms RD Watson			
12.	Election of member of the Social and Ethics Committee – Mr HJ Carse			
13.	Approval of the remuneration policy			
14.	Approval of the remuneration report			
Special resolutions				
15.	General authority over authorised but unissued shares			
16.	General authority to issue shares, options and convertible securities for cash			
17.	General authority to repurchase Company shares			
18.	Approval of Non-executive Directors' annual fees			
19.	Shareholders' general authorisation of financial assistance			

(Indicate instruction to proxy by way of a cross in space provided above)
Unless otherwise instructed, my proxy may vote as he thinks fit.

Signed this day of 2026

Signature

Assisted by me (where applicable)

Signed this day of 2026

Signature

NOTES TO THE FORM OF PROXY

1. A form of proxy is only to be completed by those shareholders who are:
   - Holding shares in certificated form
   - Recorded in the subregister in dematerialised electronic form in 'own name'
2. If you have already dematerialised your ordinary shares through a CSDP or broker, other than with 'own name' registration, and wish to attend the Annual General Meeting, you must request your CSDP or broker to provide you with a letter of representation or you must instruct your CSDP or broker to vote by proxy on your behalf in terms of the agreement entered into yourself and the CSDP or broker.
3. A member entitled to attend and vote at the meeting is entitled to appoint a proxy to attend, speak and vote in his/her stead. A proxy need not be a member of the Company.
4. All voting will be by way of a poll. Every person present and entitled to vote at the meeting as a member or as a proxy or as a representative of a body corporate shall have 1 (one) vote for each ordinary share held.
5. Please insert the relevant number of shares/votes and indicate with an X in the appropriate spaces on the face hereof, how you wish your votes to be cast. If you return this form duly signed without any specific directions, the proxy will vote or abstain from voting at his/her discretion.
6. A deletion of any printed details and the completion of any blank space/s need not be signed or initialled. Any alteration must be initialled.
7. The Chairperson of the Annual General Meeting shall be entitled to decline to accept the authority of the signatory under a power of attorney, or on behalf of a Company, unless the power of attorney or authority is produced or has been registered.
8. The signatory may insert the name of any person/s whom the signatory wishes to appoint as his/her proxy, in the blank space/s provided for that purpose.
9. When there are joint holders of shares and if more than one such joint holder be presented or represented, then the person whose name stands first in the register in respect of such shares or his/her proxy, as the case may be, shall alone be entitled to vote in respect thereof.
10. A minor should be assisted by his parent or legal guardian unless the relevant documents establishing his legal capacity are produced or have been registered.
11. The completion and lodging of this form of proxy will not preclude the signatory from attending the Annual General Meeting and speaking and voting in person thereat to the exclusion of any proxy appointed in terms hereof should such signatory wish to do so.
12. A shareholder's instructions must be indicated by the insertion of a cross, or where applicable, the relevant number of votes exercisable by the shareholder, in the appropriate box of this form of proxy.
13. If the signatory does not indicate how he/she wishes to vote in the appropriate place/s on the face hereof in respect of the resolution, his/her proxy shall be entitled to vote as he/she deems fit in respect of the resolutions.
14. If the shareholding is not indicated on the form of proxy, the proxy will be deemed to be authorised to vote the total shareholding.
15. The Chairperson of the general meeting may reject or accept any form of proxy which is completed other than in accordance with these instructions, provided that he is satisfied as to the manner in which a shareholder wishes to vote.
16. Forms of proxy will not be accepted unless they have been returned by the shareholders concerned to Computershare Investor Services 2004 Proprietary Limited, Rosebank Towers, 15 Biermann Avenue, Rosebank, 2196 (Private Bag X9000, Saxonwold, 2132) or emailing such form to the Transfer Secretary at **proxy@computershare.co.za**, before the proxy exercises any rights of the shareholder at the meeting.

Go electronic for shareholder communications!

In line with our Memorandum of Incorporation, the Companies Act, and JSE Listings Requirements, you have the option to receive all shareholder communications electronically. This includes meeting notices, the annual integrated report and other important documents.

Opting for electronic delivery not only helps us reduce costs but also significantly lessens our environmental footprint. We strongly encourage you to make the switch!

To update your preferences and receive all information electronically, please contact Computershare by calling 011 370 5000 or emailing **ecomms@computershare.co.za**.