

Electronic registration and issuance of power of attorney via Investor Portal shareholder platform

Dear Shareholder

Using the Investor Portal shareholder platform, you can electronically order your entrance card to the general meeting or you have the option of authorising any other third party or the independent voting proxy. When authorising the independent voting proxy, you have the option of issuing instructions.

If you do not wish to use the Investor Portal shareholder platform, we ask you to ignore this letter.

It works like this:

1. Visit ip.computershare.ch/tamedia.
2. You are now asked to enter your shareholder number and password, which you will find on your registration form.
3. Accept the terms of use.
4. You can order your entrance card now or authorise any other third party or the independent voting proxy to exercise your voting rights.
5. Click on «CONFIRM» to save your selection.

Important note:

Electronic issuance of instructions and powers of attorney for the 2019 general meeting is possible **at any time up to 23:59 on 02 April 2019**. By issuing electronic instructions and powers of attorney, you waive any attendance in person at this year's general meeting. If you issue instructions to the independent voting proxy both electronically (via the InvestorPortal) and in writing, the electronic instructions alone will be taken into consideration.

If you have any questions, please contact Computershare Switzerland Ltd, operator of the online portal, by email at business.support@computershare.ch or by phone on 41 62 205 77 50 (08:00 to 17:00).