



## Trustee appointed for the arbitral proceedings concerning the redemption of minority shares in Avidly Plc

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Avidly Plc, Company announcement, 1 December 2022 at 1:45 p.m. (EEST)

Anton Holding II Oy ("**Anton Holding II**") has, by its application to the Redemption Board of the Finland Chamber of Commerce dated 4 October 2022, commenced redemption proceedings in respect of Avidly Plc's ("**Avidly**") minority shares by initiating arbitral proceedings in accordance with Chapter 18, Section 3 of the Finnish Limited Liability Companies Act in order to obtain ownership of all the issued and outstanding shares in Avidly.

Due to Anton Holding II's application for the above-mentioned arbitral proceedings, the Redemption Board of the Finland Chamber of Commerce has petitioned the District Court of Helsinki for the appointment of a trustee to supervise the interests of Avidly's minority shareholders in the arbitral proceedings. On 30 November 2022, the Redemption Board of the Finland Chamber of Commerce has notified Anton Holding II that the District Court of Helsinki has, with its decision given on 1 November 2022, appointed attorney-at-law Niina Rosenlund to act as such trustee.

Anton Holding II Oy's notice, as referred to in Chapter 18, Section 5, Subsection 2 of the Finnish Limited Liability Companies Act, is attached to this release and is also available on the website of Avidly at

<https://investors.avidlyagency.com/en/shares/basic-information/>. It will also be published in the National Official Journal of Finland (Virallinen lehti in the Finnish language) without delay.

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### Avidly in brief

Avidly is a leading Nordic-based marketing technology (MarTech) service provider with its shares trading on Nasdaq First North Helsinki. In Avidly's MarTech offering, customer experience, data and technology are closely entwined into its impact-driven growth strategy. Avidly partners with organizations of all sizes, from start-ups to Fortune 500 companies and is committed to creating solutions that help companies to grow. Avidly has a team of approximately 280 MarTech professionals in 18 locations in Finland, Sweden, Norway, Denmark, Germany, the UK and Canada.

### Appendix 1: Redemption claim regarding minority shares based on the Finnish Limited Liability Companies Act

### Attachments

- [Download announcement as PDF.pdf](#)
- [Appendix 1.pdf](#)