



**bet-at-home.com AG**

**Düsseldorf**

**Virtual annual shareholders' meeting**

**on Friday, May 29, 2026, at 10:00 am**

**Information for shareholders and shareholder representatives on data protection**

bet-at-home.com AG processes personal data as the controller within the meaning of Article 4 No. 7 of the General Data Protection Regulation (GDPR) in order to enable shareholders and shareholder representatives to participate in the virtual Annual General Meeting and to exercise their rights at the Annual General Meeting as well as to fulfil other requirements under stock corporation law to which the controller is subject (e.g. publication and disclosure obligations). bet-at-home.com AG is legally obliged to organise the general meeting of shareholders. In order to fulfil this obligation, the processing of the categories of personal data listed below is essential. Shareholders and their representatives cannot participate in the Annual General Meeting without providing personal data.

The person responsible can be reached under the following contact options: bet-at-home.com AG, Tersteegenstraße 30, D-40474 Düsseldorf, E-Mail: [dataprotection@bet-at-home.com](mailto:dataprotection@bet-at-home.com)

The following personal data of a respective shareholder or of persons who are authorised by a shareholder to exercise voting rights for shares in their own name are processed: Surname and first name, address, e-mail address if applicable and telephone number (if provided), number of shares, class of shares, type of share ownership (own shares, shares held by third parties or shares held by proxy) and access card number or access data, the exercise of voting rights and the granting of any voting proxies. In individual cases, additional personal data may also be processed (for example, in the event of the submission of motions or statements in advance of the Annual General Meeting or in the event of a request to speak during the Annual General Meeting).

If there is a shareholder representative, the following personal data will be processed: Surname and first name as well as address, e-mail address if applicable and telephone number (if provided), the exercise of voting rights and the granting of any sub-proxies. In individual cases, additional personal data may also be processed (for example, in the event of the submission of motions in advance of the Annual General Meeting or in the event of a request to speak during the Annual General Meeting).

If this personal data is not transmitted to us by shareholders or shareholder representatives themselves, e.g. as part of the registration for the Annual General Meeting, participation in the Annual General Meeting or the submission of a supplementary request in accordance with Section 122 of the German Stock Corporation Act (AktG) or the submission of a countermotion or election proposal in accordance with Sections 126, 127 of the German Stock Corporation Act (AktG), the transmission of a statement or other submission, a custodian bank of a shareholder concerned, or another intermediary, will transmit the personal data to us.

If countermotions or election proposals are submitted in accordance with Sections 126 and 127 AktG, these will be published on the company's website, including the name of a shareholder, the reasons and any statement by the management, and thus made publicly accessible. The same applies to statements pursuant to Section 130a (1) to (4) AktG. However, these are only made available to shareholders or their representatives who have duly registered for the Annual General Meeting.

A list of participants is kept at the virtual Annual General Meeting in accordance with Section 129 AktG. In the case of the virtual Annual General Meeting, shareholders connected to or represented at the meeting electronically and representatives of shareholders connected to the meeting electronically must be included in the list. Each shareholder shall also be granted access to the list of participants upon request for up to two years after the Annual General Meeting. Shareholders and shareholder representatives who submit motions at the Annual General Meeting, take the floor, or declare objections to resolutions of the Annual General Meeting for the record will be included in the notarial minutes of the Annual General Meeting in accordance with Section 130 AktG with their personal data—particularly their name and the content of the motion, statement, or objection. The notarial minutes must be filed with the commercial register in accordance with Section 130 (5) AktG and may be inspected by anyone pursuant to Section 9 HGB. The Company is legally obliged to retain the minutes permanently.

Personal data will be stored in accordance with statutory obligations. The standard retention period is up to ten (10) years. Beyond that, personal data will only be stored to the extent necessary in connection with pending or threatened legal disputes arising from the Annual General Meeting; in such cases, the retention period may be up to thirty (30) years (in line with the statutory maximum limitation period pursuant to Section 197 BGB). After the expiry of the applicable retention obligations, the personal data will be deleted.

The processing of personal data is absolutely necessary for participation in the Annual General Meeting and the exercise of rights as a shareholder. The legal basis for the processing is Article 6 (1) c) GDPR. In addition, the Company processes personal data to safeguard legitimate interests pursuant to Article 6 (1) (f) GDPR. Such legitimate interests include, in particular, the smooth organization and conduct of the Annual General Meeting, ensuring its proper course, and the defence against any legal disputes in connection with the Annual General Meeting.

The company's service providers (such as AGM agencies, lawyers or auditors), which are commissioned for the purpose of organising the Annual General Meeting, only receive personal data from the company that is necessary for the execution of the commissioned service and process the data exclusively in accordance with the instructions of the company as the controller, on the basis of data processing agreements pursuant to Article 28 GDPR.

Personal data may also be transmitted to the Company's legal advisors and other consultants to the extent necessary before, during, or after the Annual General Meeting, for example to clarify legal issues in connection with the registration or participation of shareholders or for the assertion, exercise, or defence of legal claims. Furthermore, personal data may be disclosed to public bodies and authorities insofar as the Company is required or entitled to do so under statutory provisions.

No targeted transfer of personal data to countries outside the European Union or the European Economic Area takes place. Automated decision-making, including profiling within the meaning of Article 22 GDPR, does not occur.

Data subjects have the right of access (Article 15 GDPR), the right to rectification (Article 16 GDPR), the right to restriction of processing (Article 18 GDPR), the right to data portability (Article 20 GDPR) and the right to erasure (Article 17 GDPR) of their personal data if the relevant legal requirements are met. If processing is based on consent, data subjects have the right to withdraw their consent at any time vis-à-vis the controller, without affecting the lawfulness of processing

carried out on the basis of the consent prior to its withdrawal. Data subjects can assert these rights against bet-at-home.com AG using the above contact details.

Data subjects also have the right to object (Article 21 GDPR) to the processing of their personal data if the relevant legal requirements are met. Data subjects can assert this right against bet-at-home.com AG using the contact details above.

In addition, shareholders and shareholder representatives have the right to lodge a complaint with the data protection supervisory authorities pursuant to Article 77 GDPR. The data protection supervisory authority responsible for bet-at-home.com AG is the State Commissioner for Data Protection and Freedom of Information of North Rhine-Westphalia, Kavalleriestr. 2-4, 40213 Düsseldorf.

The Annual General Meeting on May 29, 2026, will be held as a virtual meeting in accordance with Section 118a (1) sentence 1 AktG in conjunction with Section 21 of the Articles of Association. The entire meeting will be broadcast with audio and video via a password-protected Investor Portal for duly registered and authorized shareholders on the day of the Annual General Meeting. In this regard, we also refer to the attached appendix "Technologies on our portal for Annual General Meetings."

Düsseldorf, April 2026

bet-at-home.com AG

Management Board

## Appendix

### Technologies on our portal for Annual General Meetings

#### ABOUT COOKIES

Cookies are small data packets exchanged between your browser and our web server. Cookies can only store information provided by your browser.

Depending on their purpose, cookies are either technically necessary or used for statistical or marketing purposes. The use of technically necessary cookies is based on our legitimate interest in ensuring the proper technical operation and smooth functionality of our website. The use of statistical and marketing cookies requires your consent. This consent is voluntary and can be withdrawn at any time for the future by accessing the cookie settings.

You can also configure your browser to generally prevent the storage of cookies. Cookies that have already been set can be deleted at any time. Details on how to do this can be found in your browser's help function. Please note that disabling cookies in general may result in limited functionality of our website.

Further information on which data is stored in cookies, for what purposes they are used, and how long data is stored can be found in our privacy policy and in our cookie banner.

#### Necessary

Technically necessary cookies are used to enable the technical operation of a website and to make it functionally usable for you. Their use is based on our legitimate interest in providing a technically flawless website. However, you can generally disable the use of cookies in your browser.

Name	Goal	Storage period	Storage place
Local Storage	A session storage is intended for scenarios in which the user performs a single action. It is used, for example, to enable automatic logout after 30 minutes of inactivity.	Valid only for the respective session, but remains on the device even after the browser is closed.	Web browser
Session Storage	The sessionStorage attribute of the Window object stores key-value pairs for all pages loaded during the lifetime of a single tab (i.e. for the duration of the top-level browsing context). Temporary storage (email address) for the automated sending of confirmations.	pro Session	Web browser
Server-Log-Files	The browser automatically transmits this data to the AGM service provider for	32 days	Database of the AGM

Name	Goal	Storage period	Storage place
	technical reasons in order to establish an electronic connection.		service provider
X-XS F-TOKE	Ensuring a secure connection between the Investor Portal and Q-Live	per session	Hard drive of the end device
.AspNetCore.Antiforgery.8-SwGiRsH58	Ensuring a secure connection between the Investor Portal and Q-Live	per session	Hard drive of the end device