



# RULES OF CONDUCT

## OWLET, INC.

### 2022 VIRTUAL ANNUAL MEETING OF SHAREHOLDERS

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Welcome to the 2022 virtual Annual Meeting of Shareholders of Owlet, Inc. Our goal is to conduct a virtual meeting that is informative, orderly and accessible to all Owlet shareholders. Your cooperation in observing the following Rules of Conduct will be greatly appreciated:

- 1.** The meeting will follow the Agenda made available with these Rules of Conduct. Owlet's Chief Executive Officer will preside over the meeting, announce the opening and closing of the polls and have the authority to designate others to preside over portions of the meeting and to make other determinations regarding the conduct of the meeting.
- 2.** The Chief Executive Officer or Chairman will have the authority to conduct the meeting, preserve order and establish and determine all procedural matters. All matters not covered by these Rules of Conduct will be determined at the discretion of the Chief Executive Officer, Chairman or Chief Legal Officer.
- 3.** The use of any audio, video or other recording devices is strictly prohibited.
- 4.** Only shareholders of record as of April 22, 2022 will be able to attend and vote at the meeting. Owlet may invite and admit to the meeting any guests other than shareholders in Owlet's sole discretion.
- 5.** Each shareholder must provide their unique 16-digit control number in the virtual meeting web portal to gain admission to and vote during the meeting. To preserve meeting and vote integrity, you are prohibited from using any control number that is not your own for the purpose of gaining admission to or voting at the meeting.
- 6.** If you voted your Owlet shares prior to the meeting, it is not necessary that you vote your shares again during the meeting unless you wish to change your vote. If you choose to recast your vote during the meeting, you may do so by following the voting instructions in the virtual meeting web portal.
- 7.** Because this meeting is for Owlet's shareholders, only shareholders of record as of April 22, 2022 are permitted to submit questions or comments during the meeting. Only one authorized representative may submit a question or comment on behalf of each organization, company or other legal entity that holds shares of Owlet stock.
- 8.** Each shareholder is limited to one question or comment during the designated question period. Please follow the instructions on the virtual meeting web portal and submit your question or comment in the indicated portal field. Each question or comment should be concise, cover one topic and conform to the field's length and content parameters.
- 9.** As described in Owlet's 2022 Proxy Statement, two proposals will be voted on at the meeting, (a) the election of directors and (b) the ratification of the appointment of PricewaterhouseCoopers LLP as Owlet's independent registered public accounting firm for 2022.
- 10.** To properly bring before the meeting a shareholder proposal, director nomination or other business that was not included in Owlet's 2022 Proxy Statement, it must satisfy the procedural and substantive requirements set forth in Owlet's Second Amended & Restated Certificate of Incorporation and First Amended & Restated Bylaws, including having been submitted on a timely basis. Any proposal, nomination or other business that does not satisfy such requirements will be declared out of order and disregarded.
- 11.** The views and comments of all shareholders are welcome. However, we may rule out of order any statements that are (a) irrelevant to Owlet's business or operations or to the meeting business, (b) related to material nonpublic information of Owlet or any other confidential matters, (c) derogatory, disparaging or related to personal grievances, (d) exceed the permitted length of the designated web portal field, (e) repetitious of statements made by other shareholders, (f) in furtherance of the shareholder's personal or business interests or (g) out of order or not otherwise suitable for the conduct of the meeting, as determined by the Chief Executive Officer, Chairman or Chief Legal Officer in their reasonable judgment.