

SYNACOR, INC.
ANNUAL MEETING OF STOCKHOLDERS
General Information and Supplemental Rules

The Annual Meeting is a private business meeting and the Chairman of the meeting has complete discretion regarding the conduct of the meeting, in accordance with Delaware law and the Bylaws of Synacor, Inc. (the “Company”). Please observe the following rules:

1. All stockholders are invited to attend the Annual Meeting via live webcast. If you would like to attend the Annual Meeting, please go to <http://www.virtualshareholdermeeting.com/SYNC2019> ten minutes prior to the meeting start and enter your 16-digit control number to attend the Annual Meeting via a webcast portal. The meeting will begin at 11:00 a.m. ET.
2. The business of the meeting will be conducted in the order shown on the Agenda. When a specific Agenda item is under discussion, please confine your comments or questions to that item. Comments may be made, and questions may be asked, by typing in the box provided on the webcast portal. Please hold all questions on the Company’s business operations and activities until the general Questions and Answers period.
3. All business to be conducted at the meeting is determined in accordance with the procedures contained in the Company’s Bylaws. Accordingly, any proposal brought before the meeting but not included in the Notice of Annual Meeting of Stockholders and Proxy Statement may be ruled out of order.
4. If you have already voted by proxy, you do not need to vote at the Annual Meeting. You are encouraged to vote by proxy in advance of the Annual Meeting, even if you plan to attend. Note that you will not be entitled to vote at the Annual Meeting unless you have a 16-digit control number and you are a stockholder of record as of the Record Date for the Annual Meeting or you have obtained a “legal proxy” over your shares.
5. In order to provide the opportunity to all stockholders, each stockholder will be limited to one question. Please confine your comments and questions to matters relevant to all stockholders and be as brief as possible.
6. Individual matters not of concern to all stockholders generally, such as personal grievances or matters of self-interest, are not appropriate matters for general discussion at the Annual Meeting and should be directed to ir@synacor.com.
7. The views, constructive comments and criticisms of the stockholders are welcome, but the purposes of the Annual Meeting will be observed and the Chairman will not recognize questions, comments or proposals that are irrelevant to the business of the Company, related to the conduct of the Company’s ordinary business operations, or in substance repetitious of statements made by other persons.
8. The use of cameras, sound or video recording equipment, communications devices, or any other similar equipment to record the Annual Meeting is prohibited.