

The logo for a.k.a. Brands Holding Corp. features the lowercase letters "a.k.a." in a white, sans-serif font, centered within a solid black rectangular background.

## **ANNUAL MEETING OF SHAREHOLDERS**

**MAY 25, 2023**

### **RULES OF CONDUCT AND PROCEDURES**

Welcome to the 2023 Annual Meeting of Shareholders (the “Annual Meeting”) of a.k.a. Brands Holding Corp. (the “Company,” “our” or “we”). It is our desire to conduct an orderly and constructive Annual Meeting. We ask you to kindly observe the following Rules of Conduct and Procedures.

1. The Chair of the meeting has the authority to preside over and make determinations with respect to the conduct of the meeting. Any action taken by the Chair with respect to the Annual Meeting will be final and binding on all persons.

2. The only business to be conducted at the meeting consists of the three proposals set forth in the Notice of Annual Meeting of Shareholders and the Proxy Statement. We will strictly follow the agenda as we conduct the meeting. In the event of a technical malfunction or other significant disruption of the Annual Meeting, the Chair may adjourn, recess or expedite the Annual Meeting, or take such other action as he, in his discretion, determines appropriate based on the circumstances.

3. Only shareholders who held stock as of the close of business on the record date of March 30, 2023, and logged in using their 16-digit unique control number will be able to examine our list of shareholders, vote and submit comments or questions during the virtual Annual Meeting. If you sent in your proxy form or voted by telephone or the Internet prior to the Annual Meeting and do not wish to change your vote, your vote has been cast and you do not need to take any further action to vote your shares.

4. Shareholders may submit comments on one or more of the proposals to be voted on by entering such comments in the box labeled “Ask a Question” and clicking the submit button on the virtual meeting web portal. We will address comments on any of the proposals to be voted on by the shareholders before the voting is closed.

5. Following adjournment of the business portion of the Annual Meeting, we will address appropriate general questions from shareholders regarding the Company. Shareholders may submit questions by entering such questions in the box labeled “Ask a Question” and clicking the submit button on the virtual meeting web portal.

6. To allow us to answer questions from as many shareholders as possible, we will limit each shareholder to one question and one follow-up question. Questions must be succinct

and cover only one topic per question. Questions from multiple shareholders on the same topic or that are otherwise related may be grouped, summarized and answered together.

7. Conducting the formal business of the Annual Meeting for the benefit of all shareholders will be paramount. The Company does not intend to address any comments or questions that are, among other things:

- irrelevant to the business of the Company or to the business of the Annual Meeting;
- related to general economic, political or other views that are not directly related to the business of the Annual Meeting;
- related to material non-public information of the Company;
- related to personal grievances;
- derogatory references to individuals or that are otherwise in bad taste;
- repetitious statements already made by another shareholder;
- in furtherance of the shareholder's personal or business interests; or
- out of order or not otherwise suitable for the conduct of the Annual Meeting as determined by the Chair or Secretary in their reasonable judgment.

8. If there are any matters of individual concern to a shareholder and not of general concern to all shareholders, such matters may be raised separately after the Annual Meeting by contacting Investor Relations, at *investors@aka-brands.com*.

9. Recording of the Annual Meeting is prohibited.

Thank you for your cooperation and for joining the Annual Meeting.