



LEAFLY HOLDINGS, INC.

2024 ANNUAL MEETING OF STOCKHOLDERS

RULES OF CONDUCT

Leafly Holdings, Inc. welcomes you to the 2024 Annual Meeting of Stockholders. The purpose of the meeting is to act on the matters set forth in the Company's 2024 Annual Meeting Notice and Proxy Statement. In the interest of conducting an orderly meeting within a reasonable time, the Company asks you to honor the following rules of conduct:

- 1. Attendance.** Only stockholders with a valid control number will be able to attend the meeting and vote, submit questions and access the list of stockholders of record available on the meeting website. Other persons invited by the Company may also attend the meeting. Only stockholders of record as of the close of business on May 29, 2024, the record date, are entitled to submit questions and vote at the Annual Meeting. If you have already voted your shares, your vote has been received by Leafly's inspector of elections and there is no need to vote again, unless you wish to revoke or change your vote. Stockholders may vote until the polls close.
- 2. Chairperson of the Meeting.** The Chairperson of the meeting may make any and all determinations as to the conduct of the meeting and the procedures to be followed during the meeting, including these rules of conduct.
- 3. Order of Business.** Subject to the Chairperson's discretion, the business of the meeting will follow the order shown in the agenda, and no items will be considered that do not appear on the agenda.
- 4. General Question and Answer Period.** Once the formal part of the meeting is adjourned, there will be a general question and answer period. We have allotted up to 10 minutes for this period. Each stockholder is limited to two questions. Questions from multiple stockholders on the same topic or that are otherwise related may be grouped, summarized and answered together. Please submit a question in the field provided in the annual meeting website portal for consideration. Please include your name and organization (if applicable) and keep questions clear and concise and related to a single topic.
- 5. Inappropriate Questions or Comments.** The views and concerns of all stockholders are welcome. However, the business purpose of the meeting will be strictly observed, and the Chairperson may rule questions or comments as out of order, including questions that are not related to the business at hand; questions that are irrelevant to the business of the

company; questions or comments that are derogatory in nature; questions or comments related to personal matters or personal grievances; and questions deemed otherwise inappropriate for discussion at the meeting as determined by the Chairperson.

6. **Use of Electronic Devices.** The use of recording equipment to record the Annual Meeting is prohibited. A replay of the Annual Meeting will be available on our annual meeting website at: www.virtualshareholdermeeting.com/LFLY2024.

Thank you in advance for your cooperation and thank you for your continued interest in Leafly.