

Advantage Sales & Marketing Inc.

7676 Forsyth Boulevard, Fifth Floor
St. Louis, MO 63105

February 9, 2026

To the beneficial owners, or representatives acting on behalf of beneficial owners, of the following series of notes (the “*Existing Notes*”):

6.50% Senior Secured Notes due 2028 (CUSIPs: 00775P AA5 (Rule 144A), U0081P AA1 (Reg S) & 00775P AB3 (IAI)) issued by Advantage Sales & Marketing Inc. (formerly, Advantage Solutions FinCo LLC).

Advantage Sales & Marketing Inc., a Delaware corporation (the “*Offeror*”), is undertaking certain transactions with respect to the Existing Notes (collectively, the “*Exchange Offer and Consent Solicitation*”), including (i) exchanging any and all of the above listed Existing Notes for a combination of new debt securities to be issued by the Offeror (the “*New Notes*”) and cash consideration, and (ii) soliciting consents from holders of the Existing Notes to adopt certain proposed amendments to the indenture under which the Existing Notes were issued.

If you are a beneficial owner, or a representative acting on behalf of a beneficial owner, of Existing Notes that is an Eligible Holder (as defined below), please complete the attached eligibility letter (the “*Eligibility Letter*”) and return it to Global Bondholder Services Corporation at the address set forth in the Eligibility Letter. If you are a beneficial owner of Existing Notes that is not an Eligible Holder, please do not take any action at this time.

An “Eligible Holder” is a beneficial owner that certifies that it is: (a) a “Qualified Institutional Buyer,” as that term is defined in Rule 144A under the Securities Act of 1933, as amended (the “*Securities Act*”), (b) an institutional accredited investor, as defined in SEC Rule 501(a)(1), (2), (3), or (7), or (c) is not a “U.S. Person,” as those terms are defined in Rule 902 of Regulation S under the Securities Act.

RESPONSES MUST BE RECEIVED NO LATER THAN 5:00 P.M., NEW YORK CITY TIME, ON MARCH 9, 2026.

This letter is neither an offer of the New Notes nor a solicitation of an offer with respect to the Existing Notes. It does not create any obligations whatsoever on the part of the Offeror to make any offer or on the part of the recipient to participate if an offer is made. The terms of any offer, including the terms of any New Notes, as well as the terms of any consent solicitation with respect to the Existing Notes, will be set forth in a separate offering memorandum, which you are encouraged to carefully read.

COMPLETED FORMS MUST BE FAXED OR EMAILED TO THE ATTENTION OF GLOBAL BONDHOLDER SERVICES CORPORATION, THE INFORMATION AGENT FOR THE EXCHANGE OFFER AND CONSENT SOLICITATION, AT (212) 430-3775/3779 OR CONTACT@GBSC-USA.COM. You may direct any questions about the eligibility process to:

Global Bondholder Services Corporation
65 Broadway, Suite 404
New York, New York 10006
Attn: Corporate Actions
Banks and Brokers call: (212) 430-3774
Toll free: (855) 654-2015

ADVANTAGE SALES & MARKETING INC.

Eligibility Letter

To: Advantage Sales & Marketing Inc.
c/o Global Bondholder Services Corporation
65 Broadway, Suite 404
New York, New York 10006
Attn: Corporate Actions
Email: contact@gbsc-usa.com
Telephone (Banks and Brokers): (212) 430-3774
Telephone (Toll Free): (855) 654-2015
Facsimile (For Eligible Institutions Only): (212) 430-3775/3779

To whom it may concern:

The undersigned acknowledges receipt of your letter, dated February 9, 2026 (the “**Letter**”). Capitalized terms used and not defined in this letter shall have the meanings set forth in the Letter.

The undersigned hereby represents and warrants to Advantage Sales & Marketing Inc. (the “**Offeror**”) as follows:

- (1) it is the beneficial owner, or is acting on behalf of a beneficial owner, of the 6.50% Senior Secured Notes due 2028 (CUSIPs: 00775P AA5 (Rule 144A), U0081P AA1 (Reg S) & 00775P AB3 (IAI)), issued by the Offeror and in the amount(s) set forth on the signature page hereto; and
- (2) it is, or in the event that the undersigned is acting on behalf of a beneficial owner of Existing Notes, the undersigned has received a written certification from such beneficial owner (dated as of a specific date on or since the close of such beneficial owner’s most recent fiscal year) to the effect that such beneficial owner is (please indicate below):
 - a “Qualified Institutional Buyer,” as that term is defined in Rule 144A under the Securities Act of 1933, as amended (the “**Securities Act**”);
 - an institutional “accredited investor” (as defined in Rule 501(a)(1), (2), (3) or (7) of Regulation D under the Securities Act) located in the State of _____; or
 - a person that is outside of the “United States” and is not a “U.S. Person,” as those terms are defined in Rule 902 of Regulation S under the Securities Act.

The undersigned understands that it is providing the information contained herein to the Offeror solely for purposes of the Offeror’s consideration of certain transactions with respect to the Existing Notes. The Letter is neither an offer nor a solicitation of an offer with respect to the Existing Notes. It does not create any obligations whatsoever on the part of the Offeror to make any offer or on the part of the undersigned to participate if an offer is made. The terms of any offer, including the terms of any New Notes, as well as the terms of any consent solicitations with respect to the Existing Notes, will be set forth in a separate offering memorandum, which the undersigned is encouraged to carefully read.

The undersigned agrees (1) not to copy or reproduce any part of any materials (except as permitted therein) received in connection with the Exchange Offer and Consent Solicitation, (2) not to distribute or disclose any part of such materials or any of their contents (except as permitted therein) to anyone other than, if applicable, the aforementioned beneficial owners on whose behalf the undersigned is acting and (3) to notify the Offeror if any of the representations the undersigned makes in this letter cease to be correct.

The undersigned acknowledges that if it is located in or resident of a province or territory of Canada it is required, in order to participate in the Exchange Offer and Consent Solicitation, to complete, sign and submit to the Exchange Agent a Canadian Eligibility Form, which is available from the Exchange Agent.

[Signature Page Follows]

Very truly yours,

Dated: _____

By: _____
(Signature)

(Name and Title)

(Institution)

(Address)

(City/State/ZIP)

(Phone)

(Facsimile)

(Email)

<u>CUSIPs/ISINs</u>	<u>Title</u>	<u>DTC Number</u>	<u>Principal Amount of Existing Notes Held</u>
Rule 144A: 00775P AA5 / US00775PAA 57	6.50% Senior Secured Notes due 2028		\$ _____
Reg S: U0081P AA1 / USU0081PAA 13	6.50% Senior Secured Notes due 2028		\$ _____
IAI: 00775P AB3 / US00775PAB 31	6.50% Senior Secured Notes due 2028		\$ _____