PROOF OF CLAIM AND RELEASE

I. GENERAL INSTRUCTIONS

1. To recover as a Member of the Class based on your claims in the action entitled *Peter D'Arcy v. Sequential Brands Group, Inc. et al.*, No. 1:21-cv-07296-JPO (the "Action"), you must complete and, on page 5 hereof, sign this Proof of Claim and Release form ("Proof of Claim").[1] If you fail to submit a timely and properly addressed (as set forth in paragraph 3 below) Proof of Claim, your claim may be rejected and you may not receive any recovery from the Net Settlement Fund created in connection with the proposed Settlement.

2. Submission of this Proof of Claim, however, does not assure that you will share in the proceeds of the Settlement of the Action.

3. YOU MUST MAIL OR SUBMIT ONLINE YOUR COMPLETED AND SIGNED PROOF OF CLAIM, ACCOMPANIED BY COPIES OF THE DOCUMENTS REQUESTED HEREIN, NO LATER THAN **MARCH 11, 2025,** ADDRESSED AS FOLLOWS:

Sequential Securities Settlement
Claims Administrator
1650 Arch Street, Suite 2210
Philadelphia, PA 19103
Online Submissions: www.SequentialSecuritiesSettlement.com

If you are NOT a Member of the Class (as defined in the Notice of Pendency and Proposed Settlement of Class Action ("Notice")), DO NOT submit a Proof of Claim.

4. If you are a Member of the Class and you do not timely request exclusion in response to the Notice, you are bound by the terms of any judgment entered in the Action, including the releases provided therein, WHETHER OR NOT YOU SUBMIT A PROOF OF CLAIM.

II. CLAIMANT IDENTIFICATION

If you purchased or acquired Sequential Brands Group, Inc. ("Sequential") securities and held the certificate(s) in your name, you are the beneficial purchaser or acquirer as well as the record purchaser or acquirer. If, however, you purchased or acquired Sequential Securities and the certificate(s) were registered in the name of a third party, such as a nominee or brokerage firm, you are the beneficial purchaser or acquirer, and the third party is the record purchaser or acquirer.

Use **Part I** of this form entitled "Claimant Identification" to identify each beneficial purchaser or acquirer of Sequential Securities that forms the basis of this claim, as well as the purchaser or acquirer of record if different. THIS CLAIM MUST BE FILED BY THE ACTUAL BENEFICIAL PURCHASER(S) OR ACQUIRER(S) OR THE LEGAL REPRESENTATIVE OF SUCH PURCHASER(S) OR ACQUIRER(S) OF THE SEQUENTIAL SHARES UPON WHICH THIS CLAIM IS BASED.

All joint purchasers or acquirers must sign this claim. Executors, administrators, guardians, conservators, and trustees must complete and sign this claim on behalf of persons represented by them, and their authority must accompany this claim, and their titles or capacities must be stated. The Social Security (or taxpayer identification) number, telephone number, and email address of the beneficial owner may be used to verify the claim. Failure to provide the foregoing information could delay verification of your claim or result in rejection of the claim.

III. CLAIM FORM

Use **Part II** of this form entitled "Schedule of Transactions in Sequential Shares" to supply all required details of your transaction(s) in Sequential Securities. If you need more space or additional schedules, attach separate sheets giving all the required information in substantially the same form. Sign and print or type your name on each additional sheet.

On the schedules, provide all the requested information with respect to ***all*** of your purchases or acquisitions and ***all*** of your sales of Sequential Securities which took place during the period from November 9, 2016, and December 11, 2020, inclusive, whether such transactions resulted in a profit or a loss. You must also provide all the requested information with respect to ***all*** of the Sequential Securities you held at the close of trading on November 8, 2016, and March 11, 2021. Failure to report all such transactions may result in the rejection of your claim.

List each transaction separately and in chronological order, by trade date, beginning with the earliest. You must accurately provide the month, day, and year of each transaction you list.

The date of covering a "short sale" is deemed to be the date of purchase of Sequential Securities. The date of a "short sale" is deemed to be the date of sale of Sequential Securities.

Copies of broker confirmations or other documentation of your transactions in Sequential Securities should be attached to your claim. Failure to provide this documentation could delay verification of your claim or result in rejection of your claim.

NOTICE REGARDING ELECTRONIC FILES: Certain claimants with large numbers of transactions may request, or may be requested, to submit information regarding their transactions in electronic files. All such claimants MUST also submit a manually signed paper Proof of Claim whether they also submit electronic copies. If you wish to submit your claim electronically, you may obtain the required file layout and submit a bulk claim filing at the settlement website www.SequentialSecuritiesSetllement.com. No electronic files will be considered to have been properly submitted unless the Claims Administrator issues to the claimant a written acknowledgment of receipt and acceptance of electronically submitted data.

[1] All capitalized terms used in this Proof of Claim that are not otherwise defined herein shall have the meanings provided in the Stipulation and Agreement of Settlement dated October 30, 2024 (the "Stipulation"), which is available on the website for the Action at www.SequentialSecuritiesSettlement.com.

Your Claim Form must be submitted on or before March 11, 2025	**PROOF OF CLAIM AND RELEASE FORM** ***Sequential Securities Settlement*** **1650 Arch Street, Suite 2210** **Philadelphia, PA 19103** **Email: info@SequentialSecuritiesSettlement.com** **Website: www.SequentialSecuritiesSettlement.com**	**Sequential**

REMEMBER TO ATTACH COPIES OF BROKER CONFIRMATIONS OR OTHER DOCUMENTATION OF YOUR TRANSACTIONS IN SEQUENTIAL SHARES. FAILURE TO PROVIDE THIS DOCUMENTATION COULD DELAY VERIFICATION OF YOUR CLAIM OR RESULT IN REJECTION OF YOUR CLAIM.

Please Type or Print

Beneficial Owner Name		
Co-Beneficial Owner Name		
Address 1 (Street Name and Number)		
Address 2 (apartment, unit, or box number)		
City	State	ZIP
Foreign Province	Foreign Country	
Telephone Number (cell or home)	Telephone Number (work)	
Email Address		
Account Number (if filing for multiple accounts, file a separate Claim Form for each unique account type)		
Last four digits of Social Security Number (for individuals)	OR	Taxpayer Identification Number (for estates, trusts, corporations, etc.)
Record Owner's Name (if different from Beneficial Owner listed above)		

Claimant Account Type (check appropriate box):

- ☐ Individual (includes joint owner accounts)
- ☐ Corporation
- ☐ IRA/401K
- ☐ Trust
- ☐ Pension Plan
- ☐ Estate
- ☐ Other _____ (please specify)

PART II – SCHEDULE OF TRANSACTIONS IN SEQUENTIAL SHARES

1. NUMBER OF SHARES HELD AS OF CLOSE OF TRADING ON NOVEMBER 8, 2016,
State the total number of Sequential Securities held as of the close of trading on November 8, 2016. If none write in "zero" (Must be documented.)

TOTAL NUMBER OF SHARES ☐

2. PURCHASES OR ACQUISITIONS BETWEEN NOVEMBER 9, 2016, AND MARCH 11, 2021, INCLUSIVE
Separately list each and every purchase or acquisition of Sequential Securities between November 9, 2016, and March 11, 2021, inclusive. (Must be documented.)

Trade Date (List Chronologically) (Month/Day/Year)	Number of Shares Purchased or Acquired	Purchase or Acquisition Price per Share	Total Purchase Price or Acquisition Price (excluding taxes, commissions, and fees)	Check the Box if Purchase Covers a Short Position
| |		$	$	☐
| |		$	$	☐
| |		$	$	☐
| |		$	$	☐

IMPORTANT: IF ANY PURCHASE LISTED ABOVE COVERED A "SHORT SALE" PLEASE CHECK THE BOX YES ☐ **YES**

3. SALES BETWEEN NOVEMBER 9, 2016, AND MARCH 11, 2021, INCLUSIVE
Separately list each and every sale of Sequential Securities between November 9, 2016, and March 11, 2021, inclusive. (Must be documented.)

Trade Date (List Chronologically) (Month/Day/Year)	Number of Shares Sold	Sale Price Per Share	Total Sale Price (excluding taxes, commissions, and fees)
| |		$	$
| |		$	$
| |		$	$
| |		$	$

4. NUMBER OF SHARES HELD AS OF CLOSE OF TRADING ON MARCH 11, 2021.
State the total number of Sequential Securities held as of the close of trading on March 11, 2021. If none write in "zero" (Must be documented.)

TOTAL NUMBER OF SHARES ☐

If you require additional space, attach extra schedules in the same format as above.
Sign and print your name on each additional page.

YOU MUST READ AND SIGN THE RELEASE ON PAGE 5. FAILURE TO SIGN THE RELEASE MAY RESULT IN A DELAY IN PROCESSING OR THE REJECTION OF YOUR CLAIM.

PART III – SUBMISSION TO JURISDICTION OF COURT AND ACKNOWLEDGMENTS

I (We) submit this Proof of Claim under the terms of the Stipulation and Agreement of Settlement described in the Notice. I (We) also submit to the jurisdiction of the United States District Court for the Southern District of New York, with respect to my (our) claim as a Class Member and for purposes of enforcing the release set forth herein. I (We) further acknowledge that I am (we are) bound by and subject to the terms of any judgment that may be entered in the Action. I (We) agree to furnish additional information to the Claims Administrator to support this claim (including transactions in other Sequential Securities) if requested to do so. I (We) have not submitted any other claim covering the same purchases, acquisitions or sales of Sequential Securities during the Class Period and know of no other person having done so on my (our) behalf.

PART IV – RELEASE

1. On behalf of myself (us) and my Plaintiffs' Releasees, I (we) hereby acknowledge full and complete satisfaction of, and do hereby fully, finally, and forever settle, release, and discharge from the Released Claims each and all of the "Released Parties," defined as each and all of the Defendants and their Related Parties. "Related Parties" means each of a Defendants' respective present, former, or future parents, subsidiaries, divisions, and affiliates and the respective present and former employees, members, partners, principals, officers, directors, controlling shareholders, attorneys, advisors, accountants, auditors, underwriters, consultants, investment bankers, commercial bankers, joint ventures, insurers, and re-insurers of each of them; and the predecessors, successors, estates, immediate family members, spouses, heirs, executors, trusts, trustees, administrators, agents, representatives, assigns, and assignees of each of them, in their capacity as such.

2. "Released Claims" means any and all claims, demands, rights, suits, debts, obligations, losses, damages, matters, judgments, issues, causes of action or liabilities of every nature and description whatsoever (including Unknown Plaintiff's Claims as set forth below), that were or could have been asserted in any forum, whether foreign or domestic, whether based on or arising under federal, state, local, or foreign law, whether based on statutory law, common law, rule or regulation, whether fixed or contingent, foreseen or unforeseen, matured or unmatured, accrued or unaccrued, liquidated or unliquidated, whether direct, representative, class, or individual in nature, based upon, arising from, in connection with, or related in any way, directly or indirectly to the allegations, Class Period transactions, facts, events, matters, occurrences, acts, representations or omissions involved, set forth, referred to, or that could have been asserted in this Action, including without limitations, claims for securities fraud, statutory or common law fraud, negligence, gross negligence, or breach of fiduciary duty. Released Claims does not include claims to enforce the Settlement.

3. "Plaintiffs' Releasees" means Plaintiff, Class Members, and each of their respective past or present trustees, officers, directors, partners, employees, contractors, auditors, principals, agents, attorneys, predecessors, successors, assigns, representatives, affiliates, insurers, parents, subsidiaries, general or limited partners or partnerships, and limited liability companies; and the spouses, members of the immediate families, representatives, and heirs of any Plaintiffs' Releasee who is an individual, as well as any trust of which any Plaintiffs' Releasee is the settlor or which is for the benefit of any of their immediate family members. Plaintiffs' Releasees do not include any Person who timely and validly seeks exclusion from the Class.

4. Unknown Plaintiff's Claims" means any Released Claims which Plaintiff or Plaintiffs' Releasees do not know or suspect to exist in their favor at the time of the release of the Released Parties which, if known by them, might have affected their settlement with and release of the Released Parties, or might have affected their decision with respect to this Settlement, including, without limitation, any decision not to object to this Settlement or seek exclusion from the Class. Plaintiff or Plaintiffs' Releasees may hereafter discover facts in addition to or different from those that he, she, or it now knows or believes to be true with respect to the subject matter of the Released Claims, but the Parties stipulate and agree that, upon the Effective Date, Plaintiff shall expressly waive and each Plaintiffs' Releasee shall be deemed to have, and by operation of the Judgment shall have, expressly waived the provisions, rights, and benefits of California Civil Code §1542, which provides:

> **A general release does not extend to claims that the creditor or releasing party does not know or suspect to exist in his or her favor at the time of executing the release and that, if known by him or her, would have materially affected his or her settlement with the debtor or released party.**

Plaintiff shall expressly waive, and each Plaintiffs' Releasee shall be deemed to have, and by operation of the Judgment shall have, expressly waived any and all provisions, rights, and benefits conferred by any law of any state or territory of the United States, or principle of common law, which is similar, comparable, or equivalent to California Civil Code §1542. Plaintiff and Plaintiffs' Releasees acknowledge that they may hereafter discover facts in addition to or different from those which they now know or believe to be true with respect to the subject matter of the Released Claims, but Plaintiff shall expressly waive, compromise, discharge, extinguish, settle, and release, and each Plaintiffs' Releasee, upon the Effective Date, shall be deemed to have, and by operation of the Judgment shall have, fully, finally, and forever waived, compromised, discharged, extinguished, settled, and released any and all Released Claims, known or unknown, suspected or unsuspected, contingent or non-contingent, whether or not concealed or hidden, which now exist, or heretofore have existed, upon any theory of law or equity now existing or coming into existence in the future, including, but not limited to, conduct which is negligent, intentional, with or without malice, or a breach of any duty, law, or rule, without regard to the subsequent discovery or existence of such different or

additional facts. Plaintiff acknowledges, and Plaintiffs' Releasees shall be deemed by operation of the Judgment to have acknowledged, that the foregoing waiver was separately bargained for and a key element of the Settlement of which this release is a part.

5. This release shall be of no force or effect unless and until the Court approves the Stipulation and Agreement of Settlement and the Settlement becomes effective on the Effective Date (as defined in the Stipulation and Agreement of Settlement).

6. I (We) hereby warrant and represent that I (we) have not assigned or transferred or purported to assign or transfer, voluntarily or involuntarily, any matter released pursuant to this release or any other part or portion thereof.

7. I (We) hereby warrant and represent that I (we) have included the information requested about all of my (our) transactions in Sequential Securities which are the subject of this claim, which occurred between November 9, 2016, and December 11, 2020, as well as the opening and closing positions in such securities held by me (us) on the dates requested in this Proof of Claim.

8. I (We) certify that during the Class Period I was (we were) **NOT** an employee of CohnReznick.

9. I (We) certify that I am (we are) not subject to backup withholding under the provisions of Section 3406(a)(1)(C) of the Internal Revenue Code.

☐ Check this box if you are subject to backup withholding.

I (We) declare under penalty of perjury under the laws of the United States of America that all of the foregoing information supplied on this Claim Form by the undersigned is true and correct.

Executed this _____ day of _____, in _____, _____.
(Month / Year) (City) (State/Country)

_____ _____
Signature of Claimant Signature of Joint Claimant, if any

_____ _____
Print Name of Claimant Print Name of Joint Claimant, if any

_____
(Capacity of person(s) signing, *e.g.*, Beneficial Owner, Executor or Administrator)

ACCURATE CLAIMS PROCESSING TAKES A SIGNIFICANT AMOUNT OF TIME.
THANK YOU FOR YOUR PATIENCE.

Reminder Checklist:

1. Please sign the above release and acknowledgment.
2. If this claim is being made on behalf of Joint Claimants, then both must sign.
3. Remember to attach copies of supporting documentation.
4. **Do not send** originals of certificates or other documentation as they will not be returned.
5. Keep a copy of your Proof of Claim and all supporting documentation for your records.
6. The Claims Administrator will acknowledge receipt of your Claim by mail or email within 60 days. Your claim is not deemed submitted until you receive an acknowledgement postcard or email. If you do not receive an acknowledgement, please call the Claims Administrator toll free at (844) 910-4016 or email info@SequentialSecuritiesSettlement.com.
7. If you move, please provide your new address to the Claims Administrator.
8. **Do not use red pen or highlighter** on the Proof of Claim or supporting documentation.

THIS PROOF OF CLAIM MUST BE SUBMITTED ONLINE OR, IF MAILED, POSTMARKED NO LATER THAN MARCH 11, 2025, ADDRESSED AS FOLLOWS:

Sequential Securities Settlement
Claims Administrator
1650 Arch Street, Suite 2210
Philadelphia, PA 19103
Online Submissions: www.SequentialSecuritiesSettlement.com

Questions? Visit www.SequentialSecuritiesSettlement.com
Email info@SequentialSecuritiesSettlement.com or call (844) 910-4016