SPOTIFY TECHNOLOGY S.A.
42-44, AVENUE DE LA GARE
L-1610 LUXEMBOURG
GRAND DUCHY OF LUXEMBOURG

TO VOTE, MARK BLOCKS BELOW IN BLUE OR BLACK INK AS FOLLOWS:

1. Approve the Company’s annual accounts for the financial year ended December 31, 2018 and the Company’s consolidated financial statements for the financial year ended December 31, 2018.

2. Approve allocation of the Company’s annual results for the financial year ended December 31, 2018.

3. Grant discharge of the liability of the members of the Board of Directors for, and in connection with, the financial year ended December 31, 2018.

4. Appoint the members of the Board of Directors for the period ending at the general meeting approving the annual accounts for the financial year ending on December 31, 2019.

Nominees:

4a. Mr. Daniel Ek (A Director)
4b. Mr. Martin Lorentzon (A Director)
4c. Mr. Shishir Samir Mehrotra (A Director)
4d. Mr. Christopher Marshall (B Director)
4e. Ms. Heidi O’Neill (B Director)
4f. Mr. Ted Sarandos (B Director)
4g. Mr. Thomas Owen Staggs (B Director)
4h. Ms. Cristina Mayville Stenbeck (B Director)
4i. Ms. Padmasree Warrior (B Director)

5. Appoint Ernst & Young Luxembourg as the independent auditor for the period ending at the general meeting approving the annual accounts for the financial year ending on December 31, 2019.

6. Approve the directors’ remuneration for the year 2019.

7. Authorize and empower each of Mr. Guy Harles and Mr. Alexandre Gobert to execute and deliver, under their sole signature, on behalf of the Company and with full power of substitution, any documents necessary or useful in connection with the annual filing and registration required by the Luxembourg laws.

NOTE: Such other business as may properly come before the meeting or any adjournment thereof.

The Board of Directors recommends you vote FOR proposals 1 through 7.

For  Against  Abstain

For  Against  Abstain

For  Against  Abstain

For  Against  Abstain

For  Against  Abstain

For  Against  Abstain

For  Against  Abstain

Please sign exactly as your name(s) appear(s) hereon. When signing as attorney, executor, administrator, or other fiduciary, please give full title as such. Joint owners should each sign personally. All holders must sign. If a corporation or partnership, please sign in full corporate or partnership name by authorized officer.

Signature (PLEASE SIGN WITHIN BOX)  Date  Signature (Joint Owners)  Date
Important Notice Regarding the Availability of Proxy Materials for the Annual General Meeting:

SPOTIFY TECHNOLOGY S.A.
Annual General Meeting
April 18, 2019 4:00 PM (Luxembourg Time)
This proxy is solicited by the Board of Directors

The holder(s) hereby appoint(s) Mr. Guy Harles and Mr. Alexandre Gobert, or either of them, as proxies, each with the power to appoint his substitute, and hereby authorize(s) them to represent and to vote, as designated on the reverse side of this ballot, all of the ordinary shares and/or beneficiary certificates of SPOTIFY TECHNOLOGY S.A. that the holder(s) is/are entitled to vote at the Annual General Meeting to be held at 4:00 PM (Luxembourg Time), on April 18, 2019, at the Arendt House, 41A, avenue J.F. Kennedy, L-1855 Luxembourg, Grand Duchy of Luxembourg, and any adjournment or postponement thereof.

This proxy, when properly executed, will be voted in the manner directed herein. If no such direction is made, this proxy will be voted in accordance with the Board of Directors' recommendations.