



ANNUAL MEETING OF STOCKHOLDERS

RULES FOR CONDUCT OF MEETING

We would like to welcome you to the 2021 Annual Meeting of Stockholders of Avid Technology, Inc. (the “Company”). In fairness to all stockholders in attendance and in the interest of an orderly meeting, we require that you honor the following Rules for Conduct of Meeting:

1. The meeting will follow the Agenda provided on the online meeting platform at www.virtualshareholdermeeting.com/AVID2021.
2. Only stockholders of record or their proxy holders may address the meeting, vote and ask questions.
3. You need not vote at this meeting if you have already voted by proxy. If you wish to vote in the annual meeting you may do so by visiting the following website: www.virtualshareholdermeeting.com/AVID2021. To participate and vote in the annual meeting, you will need the 16-digit control number included on the notice of Internet availability, the proxy card or on the instructions that accompanied your proxy materials.
4. Only orderly proposals will be considered. Under the rules governing the Company and this meeting, proposals had to be submitted no less than 90 days nor more than 120 days prior to April 30, 2021, the anniversary date of our 2020 annual meeting. Failure to have timely submitted a proposal will cause it to be out of order and will bar it from consideration. Such proposals may be submitted in advance of the next annual meeting.
5. All questions and comments should be submitted by using the applicable field provided in the web portal indicated above before the polls close.
6. Each stockholder or their proxy is limited to a total of no more than two questions or comments, no more than one of which may be on any single topic.
7. The views and comments of all stockholders are welcome. However, the purpose of the meeting will be observed and questions will not be addressed if they are:
 - irrelevant to the business of the Company or the conduct of its operations;
 - related to pending or threatened litigation;
 - derogatory references that are not in good taste;
 - unduly prolonged;
 - substantially repetitious of statements and questions made by other stockholders; or
 - discussions related to personal grievances.

Attendees who fail to comply with these Rules for Conduct of Meeting risk being removed from the meeting.

