

RULES OF CONDUCT
2021 SPECIAL MEETING OF STOCKHOLDERS
OF
GLU MOBILE INC.

April 26, 2021 at 1:00 p.m. PT

We welcome you to the 2021 Special Meeting of Stockholders of Glu Mobile Inc. (the “*Company*”), which we are holding in a virtual-only format in order to protect the safety and well-being of our stockholders and meeting attendees. In the interest of having a fair, informative, orderly and constructive meeting, the following procedures will apply:

1. The meeting will be a virtual meeting and held at www.virtualshareholdermeeting.com/GLUU2021SM, on Monday, April 26, 2021 at 1:00 p.m. Pacific time.

2. The meeting will be conducted by Scott Leichtner, the Company’s Vice President, General Counsel and Secretary, who will preside and make determinations with respect to the conduct of the meeting as the Chair of the meeting.

3. The only matters to be presented for a vote at the meeting are the proposals set forth in the definitive proxy statement that we filed with the SEC on March 25, 2021.

4. In order to prevent confusion, we recommend that if you have previously voted by returning a proxy to us, you permit your proxy to stand. However, if you wish to revoke your proxy and vote at the meeting, or if you have not voted, you will need your control number to cast your vote before the polls are closed and might have to submit a copy of your legal proxy from your bank or broker. Please see the 2021 Special Meeting FAQs on information how to vote during the meeting. No further voting will be permitted after the closing of the polls.

5. Only holders of record of common stock on March 24, 2021 are entitled to participate in and vote at the meeting.

6. If you wish to submit a question related to the meeting, you may do so during the meeting by clicking the Q&A button, and typing and submitting your question in the questions/chat box on the screen. Questions and answers will be grouped by topic and substantially similar questions will be grouped and answered at once.

7. Stockholder questions or remarks must be relevant to the meeting and pertinent to matters properly before the meeting. The Chair may rule the following kinds of questions or comments as out of order: questions that are not related to the business at hand; comments or questions that are repetitious or unduly prolonged; comments or questions that are derogatory in nature; or any other disruptive behavior.

8. The meeting is not to be used as a forum to present general economic, political or other views or matters that are not directly related to the meeting.

9. If there is any matter of individual concern to a stockholder that is not related to the meeting, please contact Investor Relations, Glu Mobile Inc., 875 Howard Street, Suite 100, San Francisco, California 94103 or by email to IR@glu.com.

10. Recording the meeting or using recording software or any other similar equipment is prohibited without the express written permission of the Company.

11. The violation of these rules will be considered cause for expulsion from the meeting by the Chair of the meeting. In the event of disorder or an emergency, the Chair may immediately adjourn the meeting and declare the polls open for such period of time as he may determine to receive votes by proxy or ballot on items of business properly before the meeting.

12. The Chair of the meeting shall have the authority necessary to preside over the meeting and may make any and all determinations with respect to the conduct of the meeting and procedures to be followed during the meeting.

Thank you for your cooperation.