

**CHARTER OF THE COMPENSATION COMMITTEE**  
**OF THE BOARD OF DIRECTORS OF**  
**CRICUT, INC.**

(Effective as of November 13, 2025)

The Compensation Committee (the “**Compensation Committee**”) of the Board of Directors (the “**Board**”) of Cricut, Inc. (the “**Company**”) has been appointed by the Board to perform the duties and responsibilities set forth in this charter.

**PURPOSE**

The purposes of the Compensation Committee are to:

- Assist the Board with its oversight and approval of the compensation of (i) the Company’s Chief Executive Officer (“**CEO**”), (ii) other individuals who are “officers” as defined in Rule 16a-1(f) (the “**Executive Officers**”) under the Securities Exchange Act of 1934, as amended (the “**Exchange Act**”) and (iii) other employees of the Company and its subsidiaries who report directly to the CEO (the “**Senior Employees**”).
- Provide oversight of the Company’s compensation policies and plans and benefits programs, and be responsible for the Company’s overall compensation philosophy.
- Administer the Company’s equity compensation plans, including the granting of equity awards pursuant to such plans or outside of such plans.

The Compensation Committee will seek to structure the Company’s compensation plans, policies and programs to attract and retain the best available personnel for positions of substantial responsibility with the Company, to provide incentives for such persons to perform to the best of their abilities for the Company, to maintain appropriate levels of risk and reward and to promote the success of the Company’s business.

**COMPOSITION**

1. Membership and Appointment. The Compensation Committee will consist of at least two (2) members of the Board, with the exact number to be determined by the Board, except as otherwise permitted under the rules of the securities exchange on which the Company’s securities are listed. Members of the Compensation Committee will be appointed by the Board and may be removed by the Board in its sole discretion. Each member shall serve until his or her resignation, retirement, removal by the Board, and/or until his or her successor is appointed.
2. Qualifications. Members of the Compensation Committee must meet the following criteria as well as any additional criteria required by applicable law, the rules and regulations of the U.S. Securities and Exchange Commission or the securities exchange on which the Company’s securities are listed or such other qualifications as are established by the Board from time to time; provided, however, that the Company may avail itself of the “controlled company” exemption and/or any phase-in rules:

- Each member of the Compensation Committee will be (i) an “independent director” as set forth in Rule 10A-3(b)(1) promulgated under the Exchange Act and (ii) the securities exchange on which the Company’s securities are listed, except as may otherwise be permitted by or otherwise satisfy the requirements of such Rule 10A-3(b)(1).
  - Unless determined otherwise by the Board, each member of the Compensation Committee will be a “non-employee director” as defined in Rule 16b-3 promulgated under Section 16 of the Exchange Act.
3. Chairperson. The Board may designate a chairperson of the Compensation Committee. In the absence of that designation, the Compensation Committee may designate a chairperson by majority vote of the members of the Compensation Committee.

## **RESPONSIBILITIES**

The following are the principal responsibilities and duties of the Compensation Committee. The Compensation Committee may perform such other functions as are consistent with its purpose and applicable law, rules and regulations and as the Board may request or prescribe.

1. Set Compensation. The Compensation Committee will:
- Review the Company’s compensation philosophy and strategy.
  - Review at least annually and approve, or recommend to the Board or independent members of the Board for approval, the corporate goals and objectives applicable to the compensation of the CEO, evaluate at least annually the CEO’s performance in light thereof, and consider factors related to the performance of the Company in determining the CEO’s compensation.
  - Review at least annually and approve or recommend to the Board or independent members of the Board for approval, the CEO’s: (a) base salary, (b) incentive bonus, including the specific goals and amount, (c) equity compensation, (d) any employment agreement, severance arrangement or change of control protections and (e) any other benefits, compensation or similar arrangements, if any (including, without limitation, perquisites and any other form of compensation such as a signing bonus or payment of relocation costs). In determining the CEO’s compensation, the Compensation Committee may consider, among other things, the Company’s performance and progress toward current and long-term goals, the change in the intrinsic value of the Company’s business, the value of similar incentive awards to CEOs at comparable companies and the awards given to the Company’s CEO in past years.
  - Review at least annually and approve or recommend to the Board or independent members of the Board for approval the bullets set forth above for the Executive Officers and Senior Employees.
  - Review and approve or recommend to the Board or independent members of the Board for approval any compensatory contracts or similar transactions or arrangements with current or former CEO, Executive Officers and Senior Employees, including consulting

arrangements, employment contracts, severance or termination arrangements, which may include any benefits to be provided in connection with a change of control. In this regard, the Compensation Committee will have the power and authority to adopt, amend and terminate such contracts, transactions or arrangements.

In evaluating and determining compensation for the CEO and Executive Officers, the Compensation Committee shall consider the results of the most recent stockholder advisory vote on executive compensation required by Section 14A of the Exchange Act (a “**Say-on-Pay Vote**”), if such vote is required or such vote is voluntarily sought by the Company.

2. Oversee Compensation Plans and Programs. The Compensation Committee will:

- Review, approve and administer annual and long-term incentive compensation plans for service providers of the Company, including the CEO, Executive Officers and Senior Employees, including:
  - Establishing performance objectives and evaluating performance achievement.
  - Reviewing and approving all related plans and grant awards pursuant to such plans.
  - Adopting, amending and terminating any such plans.
- Administer the Company’s equity compensation plans, including:
  - Granting equity-based or equity-linked awards to eligible individuals (including grants to the CEO, Executive Officers and Senior Employees that, to the extent applicable, comply with Rule 16b-3 promulgated thereunder) in accordance with procedures and guidelines as may be established by the Board or the Compensation Committee.
  - Amending equity-based or equity-linked awards granted thereunder.
  - Adopting, amending and terminating such plans, including recommending to the Board changes in the number of shares reserved for issuance thereunder, subject to obtaining any required stockholder approval.
- Review, approve and administer all of the Company’s employee benefit plans that the Compensation Committee deems appropriate, which includes the ability to adopt, amend and terminate such plans.
- Review and approve the Company’s overall compensation philosophy, and oversee compensation plans and benefits programs that the Compensation Committee deems appropriate and approve, or make recommendations to the Board for approval, with respect to improvements or changes to such plans or programs or the termination or adoption of plans or programs when appropriate.
- In connection with executive compensation programs:
  - Review and approve new executive compensation programs;

- Review on a periodic basis the operations of the Company's executive compensation programs to determine whether they are achieving their intended purpose(s);
- Establish and periodically review policies for the administration of executive compensation programs; and
- Assess the impact of tax and accounting rules changes.
- If applicable, review and recommend to the Board for approval the frequency with which the Company will conduct a Say-on-Pay Vote, taking into account the results of the most recent stockholder advisory vote on frequency of Say-on-Pay Votes required by Section 14A of the Exchange Act, and review and approve the proposals regarding the Say on Pay Vote and the frequency of the Say on Pay Vote to be included in the Company's proxy statement.
- Evaluate director compensation, including equity compensation, and make recommendations to the Board regarding director compensation.
- Review and discuss annually with management the risks arising from the Company's compensation philosophy and practices applicable to all employees to determine whether they encourage excessive risk-taking and to evaluate compensation policies and practices that could mitigate such risks.
- Review and approve, or recommend to the Board for approval, the creation or revision of any clawback policy allowing the Company to recoup compensation paid to employees, if and as the Compensation Committee determines to be necessary or appropriate, or as required by applicable law.
- If the Board adopts stock ownership guidelines applicable to members of the Board and/or the CEO, Executive Officers or Senior Employees, periodically review such guidelines and recommend any proposed changes to the Board; monitor compliance with guidelines as applicable.

3. Compliance and Governance. The Compensation Committee will:

- Review periodically, in consultation with the CEO, the succession planning for the CEO, Executive Officers and Senior Employees, report the findings and recommendations to the Board, and work with the CEO and Board in evaluating potential successors to these positions.
- As and when required by applicable rules and regulations, participate in the preparation of and review and discuss with management the Company's Compensation Discussion and Analysis ("CD&A") and related disclosures required by the rules and regulations of the SEC. The Compensation Committee will also review and recommend the final CD&A to the Board for inclusion in the Company's annual report on Form 10-K or proxy statement, to the extent required of the Company.

- Prepare the report of the Compensation Committee required by the rules and regulations of the SEC to be included with the Company's annual report on Form 10-K or proxy statement.
  - Oversee the Company's submissions to, and consider the results of, stockholder votes on executive compensation matters, including advisory votes on executive compensation and the frequency of such votes, incentive and other executive compensation plans, and amendments to such plans (to the extent required under the listing standards of the securities exchange on which the Company's securities are listed) and, engagement with proxy advisory firms and other stockholder groups on executive compensation matters.
  - Oversee the management of risks associated with the Company's compensation policies and programs, including an annual review of the Company's risk management process related to its compensation programs, including to determine whether any such program encourages undue or inappropriate risk-taking by Company personnel that is reasonably likely to have a material adverse effect on the Company.
4. Committee Charter Review. The Compensation Committee will review and assess the adequacy of this charter at least annually and will submit any recommended changes to this charter to the Board for approval.
  5. Performance Review. The Compensation Committee will review and assess the performance of the Compensation Committee at least annually.

## **MEETINGS AND PROCEDURES**

1. Meetings.
  - The Compensation Committee will meet as often as may be deemed necessary or appropriate, in its judgment, at such times and places as the Compensation Committee determines. The chairperson of the Compensation Committee will preside at each meeting. The chairperson will approve the agenda for the Compensation Committee's meetings and any member may suggest items for consideration. If a chairperson is not designated or present, an acting chair may be designated by the Compensation Committee members present. The Compensation Committee may act by unanimous written consent (which may include electronic consent) in lieu of a meeting in accordance with the Company's bylaws, which shall constitute a valid action of the Committee if it has been executed by each member of the Compensation Committee and shows the date of execution.
  - The Compensation Committee will maintain written minutes of its meetings and actions by written consent, which minutes and actions will be filed with the minutes of the meeting of the Board.
  - The Compensation Committee may invite to its meetings any director, officer or employee of the Company and such other persons as it deems appropriate in order to carry out its responsibilities. The Compensation Committee may also exclude from its meetings any persons it deems appropriate in order to carry out its responsibilities,

including non-employee directors who are not members of the Compensation Committee. No employee may be present during portions of any meeting during which his or her performance and compensation are being deliberated and determined.

2. Reporting to the Board of Directors. The Compensation Committee will report regularly to the Board regarding its activities and recommendations.
3. Authority to Retain Advisors.
  - The Compensation Committee will have the authority, in its sole discretion, to select and retain any compensation consultant, outside legal counsel and such other advisors as necessary or appropriate to assist with the execution of its duties and responsibilities as set forth in this charter. The Compensation Committee will be directly responsible for the appointment, compensation and oversight of the work of any compensation consultants, outside legal counsel and such other advisors retained by the Compensation Committee. The Company will provide appropriate funding, as determined by the Compensation Committee, to pay any such compensation consultant, outside legal counsel or any other outside advisors hired by the Compensation Committee and any administrative expenses of the Compensation Committee that the Compensation Committee determines are necessary or appropriate in carrying out its activities.
  - Prior to selecting and receiving advice from compensation consultants, outside legal counsel and other advisors (other than the Company's in-house legal counsel), the Compensation Committee will consider the independence factors set forth in the applicable rules of the SEC and the listing standards of the securities exchange on which the Company's securities are listed.
  - The Compensation Committee may retain, or receive advice from, any compensation advisor it prefers, including advisors that are not independent, after considering the requisite independence factors. Notwithstanding the foregoing, the Compensation Committee is not required to assess the independence of any compensation consultant or other advisor that acts in a role limited to consulting on any broad-based plan that does not discriminate in scope, terms or operation in favor of the CEO, and Executive Officers or directors and that is generally available to all salaried employees or providing information that is not customized for a particular company or that is customized based on parameters that are not developed by the consultant or advisor, and about which the consultant or advisor does not provide advice.
  - The Compensation Committee will evaluate whether any compensation consultant retained or to be retained by it has any conflict of interest in accordance with Item 407(e)(3)(iv) of Regulation S-K.
4. Subcommittees. The Compensation Committee may form subcommittees for any purpose that the Compensation Committee deems appropriate and may delegate to such subcommittees such power and authority as the Compensation Committee deems appropriate. Specifically, at its discretion, the Compensation Committee shall have the authority to form and designate to a subcommittee the authority to grant equity awards to non-officer employees of the Company within guidelines established by the Compensation

Committee from time to time. If designated, any subcommittee will establish its own schedule and maintain written minutes of its meetings, which minutes will be filed with the minutes of the meetings of the Board. The Compensation Committee will not delegate to a subcommittee any power or authority required by law, regulation or listing standard to be exercised by the Compensation Committee as a whole.

5. Compensation. Members of the Compensation Committee will receive such fees, if any, for their service as Compensation Committee members as may be determined by the Board in its sole discretion.