

**ADVANTAGE SOLUTIONS INC.
NOMINATING AND CORPORATE GOVERNANCE COMMITTEE
CHARTER**

I. Purpose

The purpose of the Nominating and Corporate Governance Committee (the “Committee”) is to identify individuals qualified to become members of the Board of Directors (the “Board”) of Advantage Solutions Inc. (the “Company”) consistent with criteria approved by the Board, to recommend that the Board select the director nominees for the next annual meeting of stockholders, to develop and recommend to the Board a set of corporate governance guidelines (the “Corporate Governance Guidelines”) and to oversee the evaluation of the Board and management.

II. Composition

The Committee must consist of at least two directors, each of whom must satisfy the independence requirements of the Nasdaq Stock Market LLC (the “NASDAQ”), subject to any available exception, including the “controlled company” exemption, if applicable. Committee members must be appointed and may be removed, with or without cause, by the Board. Unless a Chair is designated by the Board, the Committee may designate a Chair by majority vote of the full Committee membership.

As provided in the Stockholders Agreement, dated September 7, 2020 (as amended, the “Stockholders Agreement”), among Conyers Park II Acquisition Corp., Karman Topco L.P., CVC ASM Holdco, L.P. (the “CVC Stockholder”), the entities identified on the signature pages thereto under the heading “LGP Stockholders” (collectively, the “LGP Stockholders”); BC Eagle Holdings, L.P., and Conyers Park II Sponsor LLC (the “Conyers Park Sponsor”), subject to applicable laws and stock exchange regulations, and subject to requisite independence requirements applicable to the Committee, each of the CVC Stockholder, the LGP Stockholders, and the Conyers Park Sponsor shall, severally, have the right to have one of their respective designees appointed to serve on the Committee for so long as such holder, has the right to designate at least one director for nomination to the Board pursuant to the terms of the Stockholders Agreement.

III. Meetings, Procedures and Authority

The Committee has the authority to establish its own rules and procedures for notice and conduct of its meetings so long as they are not inconsistent with any provisions of the Company’s bylaws that are applicable to the Committee.

The Committee has sole authority to retain and terminate any search firm to be used to identify director candidates, including sole authority to approve such search firm’s fees and other retention terms. The Committee has the authority to retain any other advisors that the Committee believes to be desirable and appropriate and has the authority to approve related fees

and retention terms.

In addition to the duties and responsibilities expressly delegated to the Committee in this Charter, the Committee may exercise any other powers and carry out any other responsibilities consistent with this Charter, the purposes of the Committee, and the Company's bylaws.

IV. Duties and Responsibilities

1. *Director Nominees.* The Committee will identify individuals qualified to become members of the Board. The Committee will ensure that the Board has the requisite expertise and that its membership consists of persons with sufficiently diverse and independent backgrounds. The Committee will also recommend to the Board the nominees for election to the Board at the next annual meeting of stockholders.

2. *Criteria for Selecting Directors.* The criteria to be used by the Committee in recommending directors and by the Board in nominating directors are as set forth in the Company's Corporate Governance Guidelines.

3. *Board Committee Structure and Membership.* The Committee will annually review the Board committee structure and recommend to the Board for its approval directors to serve as members of each committee.

4. *Corporate Governance Guidelines.* The Committee will, from time to time as it deems appropriate, review and reassess the adequacy of such corporate governance guidelines and recommend any proposed changes to the Board for approval.

5. *Board and Management Evaluations.* The Committee will oversee the annual self-evaluations of the Board and its committees and the evaluation of management.

6. *Succession Planning.* The Committee will oversee the development and implementation of succession planning (both emergency and long-term) for the Company's chief executive officer and other executive officers.

7. *Other Corporate Governance Matters.* The Committee may make recommendations to the Board regarding governance matters, including, but not limited to, the Company's certificate of incorporation, bylaws, and the charters of the Company's other committees.

8. *Environmental and Social Matters.* The Committee will periodically review, and provide oversight with respect to, the Company's strategy, initiatives, policies and risks concerning environmental and social matters with the Compensation Committee having primary responsibility for matters relating to human capital management.

9. *Reports to the Board of Directors.* The Committee must report regularly to the Board regarding the activities of the Committee.

10. *Committee Self-Evaluation.* The Committee must at least annually perform an

evaluation of the performance of the Committee.

11. *Review of this Charter.* The Committee must periodically review and reassess this Charter and submit any recommended changes to the Board for its consideration.

V. Delegation of Duties

In fulfilling its responsibilities, the Committee has the authority to delegate any or all of its responsibilities to a subcommittee of the Committee.