

Universal Display Corporation (the Company)
2021 Annual Meeting of Shareholders

Rules of Conduct

The Rules of Conduct set forth below (these Rules) apply to the 2021 Annual Meeting of Shareholders of the Company (the Meeting).

In order to use the time of all attendees as effectively as possible, we will handle the business of the Meeting as outlined on the Meeting agenda (the Agenda), a copy of which is on the virtual Meeting site. In the interest of conducting an orderly Meeting within a reasonable time period, we ask for your cooperation in observing the following mandatory rules of conduct governing attendance and participation.

1. The Company's Chief Executive Officer presides at the Meeting as the Chairman of the Meeting and has the authority to make all determinations with respect to matters that come before and issues that arise at the Meeting. Subject to the Chairman of the Meeting's discretion, the Meeting will follow the Agenda. The Chairman of the Meeting may limit discussion to the item under consideration and may rule out of order any attempt to stray from the subject matter at hand. The Chairman of the Meeting may limit the amount of time devoted to each matter under consideration at the Meeting. The Chairman of the Meeting may delegate to another Company officer the authority to handle and make rulings with respect to all aspects of the Meeting.
2. As this is a meeting of our shareholders, only shareholders as of the close of business on April 5, 2021, the record date, or their duly authorized proxies, are entitled to participate in the Meeting, including to vote or to submit questions or comments.
3. If you have submitted your proxy prior to the start of the Meeting, your vote has been received, and there is no need to vote those shares again during the Meeting, unless you wish to revoke or change your vote. If you have not voted by proxy, or if you wish to change your vote, you may do so by clicking on the voting button on the virtual Meeting site and following the instructions. The voting polls will close after the business portion of the Meeting, unless otherwise determined by or at the direction of the Chairman of the Meeting.
4. Shareholder proposals are subject to the requirements of the Company's Bylaws, which required advance notice to the Company of a proposal. With respect to the 2021 Meeting, no shareholder proposals were submitted in the required time period. The Chairman of the Meeting may refuse to submit a matter to a vote of shareholders any shareholder proposal that was not made in accordance with these provisions or the subject matter of which is not a proper purpose for shareholder action.
5. Shareholders will be able to submit questions or comments during the Meeting by clicking on the "Ask a Question" button on the virtual Meeting site. The Company will reserve a limited amount of time after the Company's presentation at the end of the meeting to respond to questions or comments submitted by the shareholders.
6. We will only respond to questions related to the business of Company or to the business of the Meeting, and the Company will select which questions it will answer. When submitting a question or comment through the virtual Meeting site, individuals will be required to include their name and their affiliated organization (if applicable), along with the text of their question or comment.
7. To allow us to answer questions from as many shareholders as possible, we will limit each shareholder to one question. We reserve the right to edit inappropriate language. Questions from multiple shareholders on the same topic or that are otherwise related may be grouped, summarized and answered together.
8. We welcome the views and constructive questions or comments of our shareholders, but in fairness to all shareholders in attendance, the Meeting's purpose will be observed. As noted above, we will only respond to questions related to the business of the Company or to the business of the Meeting, and the Company will

select which questions it will answer. We do not intend to address questions that in the judgment of the officers of the Meeting are, among other things:

- Irrelevant to the business of the Company or to the business of the Meeting;
- Vulgar, indecent, derogatory or otherwise offensive in nature, or related to personal matters or personal grievances;
- Unduly prolonged;
- Relating to highly sensitive, trade secret, highly confidential topics; or
- In substance, repetitious of statements made by other shareholders.

The determination as to whether a comment or question is out of order or not otherwise suitable for the business of the Meeting will be determined by the Chairman of the Meeting and/or our General Counsel in their reasonable judgment.

The Company's Safe Harbor notice applies to answers provided during the Meeting.

9. In the event of a technical difficulty or other disruption that interferes with the ability to continue the Meeting, the Chairman of the Meeting may adjourn, recess, or expedite the Meeting or take such other action that he determines to be appropriate under the circumstances. Any updates regarding the Meeting will be available in the "Shareholders — 2021 Proxy Materials" section of the Company's website at www.oled.com.
10. Recording of the Meeting is prohibited.
11. Robert's Rules of Order shall not apply to the Meeting.

Thank you for your cooperation and for joining us at the Meeting.