



William Hill PLC
1 Bedford Avenue
London
WC1B 3AU

F.A.O. Simon Callander

22 October 2020

Dear Sir / Madam,

Re: Recommended cash acquisition of William Hill PLC (“William Hill”) by Caesars UK Holdings Limited (“Bidco”) (a wholly-owned subsidiary of Caesars Entertainment, Inc.)

We refer to:

1. the scheme document (the “**Scheme Document**”) expected to be sent to William Hill shareholders on or around 26 October 2020 in connection with the recommended acquisition of the entire issued and to be issued ordinary share capital of William Hill by Bidco by way of a scheme of arrangement under Part 26 of the Companies Act 2006; and
2. the announcement of the publication of the Scheme Document (the “**Announcement**”) to be released shortly after the Scheme Document is posted.

We hereby consent to the sending or release, as applicable, of the Scheme Document and the Announcement with the inclusion of the references to our name in the forms and contexts in which it is included.

Yours faithfully,

A black rectangular redaction box covering the signature of Jan Skarbek.

Jan Skarbek

Authorised signatory
For and on behalf of Citigroup Global Markets Limited