

Citigroup Centre
Canada Square
Canary Wharf
London E14 5LB

T + 44 (0)20 7986 4000
F + 44 (0)20 7986 2266



William Hill PLC
1 Bedford Avenue
London
WC1B 3AU

F.A.O. Simon Callander

19 November 2020

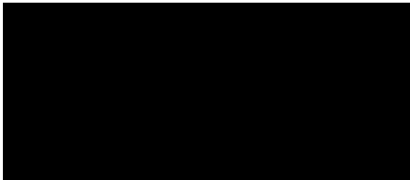
Dear Sir / Madam,

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 the letters to be sent to participants in the Share Plans (as defined in the Scheme Document) on or around 20 November 2020 in accordance with Rule 15 of The City Code on Takeovers and Mergers (the “**Rule 15 Letters**”).

We hereby consent to the sending of the Rule 15 Letters with the inclusion of the references to our name in the forms and contexts in which it is included.

Yours faithfully,



Authorised signatory
For and on behalf of Citigroup Global Markets Limited