

Shareholder Reference Number

Please detach this portion before posting this proxy form.

Form of Proxy – General Meeting to be held on 19 November 2020 at 10:45 a.m.



Cast your Proxy online...It's fast, easy and secure! control Number: 916813

www.investorcentre.co.uk/eproxy You will be asked to enter the Control Number, Shareholder Reference Number (SRN)

and PIN shown above and agree to certain terms and conditions. Instructions for accessing the Virtual Meeting are set out in Explanatory Note 3 below.

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Lumi Virtual Meeting ID: 181-487-734

View the Scheme Document online: https://www.williamhillplc.com/investors-centre/offer-for-the-company/

Register at **www.investorcentre.co.uk** – manage your shareholding online, the easy way!

To be effective, all proxy appointments must be lodged with the Company's registrars at: Computershare Investor Services PLC, The Pavilions, Bridgwater Road, Bristol BS99 6ZY by 10:45 a.m. on 17 November 2020.

Explanatory Notes:

- Terms defined in the William Hill PLC scheme circular dated 26 October 2020 shall apply equally in this Form of Proxy, unless the context otherwise requires. Full details of the resolution to be proposed at the General Meeting are set out, together with explanatory notes, in the notice of General Meeting contained in Part XI of the Scheme Document. Before completing this Form of Proxy, please also read the section entitled "Action to be Taken" set out on pages 9 to 11 of the Scheme Document.
- 2. William Hill Shareholders are reminded that, in light of the COVID-19 Restrictions, William Hill Shareholders and other attendees will not be permitted to attend the General Meeting in person, save for the Chair and anyone else nominated by the Chair in order to establish a quorum. William Hill Shareholders will be given the opportunity to attend, submit written questions and vote at the General Meeting remotely via a virtual meeting platform provided by Lumi AGM UK Limited ("Lumi") (the "Virtual Meeting Platform"), further details of which are set out in Explanatory Note 3 below and on pages 2 to 3 of the Scheme Document.
- 3. You can access the General Meeting remotely via the Virtual Meeting Platform by accessing https://web.lumiagm.com from your web browser or by downloading the latest version of the Lumi AGM application (the "App") onto your smartphone device. Once you have accessed https://web.lumiagm.com from your web browser or by downloading the latest version of the Lumi AGM application (the "App") onto your smartphone device. Once you have accessed https://web.lumiagm.com or downloaded the App, you will be asked to enter the Lumi Meeting ID which is 181-487-734. You will then be prompted to enter your unique Shareholder reference Number ("SRN") and PIN. These can be found printed above on the first page of this Form of Proxy. Access to the General Meeting via the website or App or will be available from 10:15 a.m. on 19 November 2020. Please note however that your ability to vote will not be enabled until the Chair formally opens the General Meeting at 10.45 a.m. (or as soon thereafter as the Court Meeting concludes or is adjourned). If you are unable to access your SRN and PIN, please call Computershare between 8:30 a.m. and 5:30 p.m. Monday to Friday (except UK public holidays) on +44 (0)370 703 6251. Calls from outside the UK will be charged at the applicable international rate. Different charges may apply to calls from mobile telephones. Please note that calls may be monitored or recorded and Computershare cannot provide advice on the merits of the Acquisition or the Scheme or give any financial, legal or tax advice.
- 4. Every William Hill Shareholder (as defined in the Scheme Document) has the right to appoint some other person(s) of their choice, who need not be a shareholder, as his or her proxy to exercise all or any of his or her rights to attend, submit written questions and, on a poll, to vote (in each case, remotely, via the Virtual Meeting Platform) on their behalf at the General Meeting. William Hill Shareholders are strongly

Kindly Note: This Form of Proxy is issued only to the addressee(s) and is specific to the unique designated account printed hereon. This personalised form is not transferable between different: (i) account holders; or (ii) uniquely designated accounts. The Company and Computershare Investor Services PLC accept no liability for any instruction that does not comply with these conditions.

encouraged to submit proxy appointments and instructions for the General Meeting as soon as possible, using any of the methods (by post, by email, online or electronically through CREST) set out below. William Hill Shareholders are also strongly encouraged to appoint "the Chair of the meeting" as their proxy. If any other person is appointed as proxy, he or she will not be permitted to attend the General Meeting in person, but will be able to attend, submit written questions and vote at the General Meeting remotely via the Virtual Meeting Platform as described above. If you wish to appoint a person other than the Chair, please insert the name of your chosen proxy holder in the space provided (see reverse). If the proxy is being appointed in relation to less than your full voting entitlement, please enter in the box next to the proxy holder's name (see reverse) the number of shares in relation to which they are authorised to act as your proxy. Unless otherwise instructed, a person appointed as proxy will exercise his or her discretion as to any business other than the special resolution (including any procedural business and any resolution to adjourn) which may come before the General Meeting.

- 5. Entitlement to attend (remotely, via the Virtual Meeting Platform) and vote (remotely, via the Virtual Meeting Platform, or by proxy) at the General Meeting or any adjournment thereof and the number of votes which may be cast at the General Meeting will be determined by reference to the register of members of the Company at 6:00 p.m. (London time) on 17 November 2020 or, if the General Meeting is adjourned, 6:00 p.m. (London time) on the date which is two Business Days before the date fixed for the adjourned meeting. Changes to the register of members after the relevant time shall be disregarded in determining the rights of any person to attend (remotely, via the Virtual Meeting Platform) and vote (remotely, via the Virtual Meeting Platform, or by proxy) at the General Meeting.
- 6. It is requested that this Form of Proxy (together with any power of attorney or other authority, if any, under which it is signed, or a duly certified copy thereof) be returned to the Company's Registrar, Computershare, either (i) by post to Computershare Investor Services PLC, The Pavilions, Bridgwater Road, Bristol, BS99 6ZY, or (ii) by emailing a scanned copy to #ukcscmscrestmessages@computershare.co.uk, so as to be received as soon as possible and in any event not later than 10:45 a.m. on 17 November 2020 (or, in the case of an adjournment of the General Meeting, 48 hours (excluding any part of such 48 hour period falling on a non-working day) before the time appointed for the adjourned meeting). If this Form of Proxy is not lodged by the relevant time, it will be invalid.

All Named Holders

- 7. To appoint more than one proxy, an additional proxy form(s) may be obtained by contacting the Registrar helpline using the details set out in Explanatory Note 18 below or you may photocopy this Form of Proxy. Please indicate in the box next to the proxy holder's name (see reverse) the number of William Hill Shares in relation to which they are authorised to act as your proxy. Please also indicate by marking the box provided if the proxy instruction is one of multiple instructions being given. All forms must be signed and should be returned together in the same envelope.
- William Hill Shareholders who hold their shares in uncertificated form through CREST who wish to appoint a proxy or proxies through the CREST electronic proxy appointment service may do so by using the procedures described in the CREST Manual (which can be viewed at www.euroclear.com).
- 9. In order for a proxy appointment or instruction made using the CREST service to be valid, the appropriate CREST message (a "CREST Proxy Instruction") must be properly authenticated in accordance with the specifications of Euroclear and must contain the information required for such instructions as described in the CREST Manual. The message (regardless of whether it constitutes the appointment of a proxy or an amendment to the instructions given to a previously appointed proxy) must, in order to be valid, be transmitted so as to be received by Computershare (ID: 3RA50) not later than 10:45 a.m. (London time) on 17 November 2020 or, in the case of an adjournment of the General Meeting, not later than 48 hours (excluding any part of such 48 hour period falling on a non-working day) before the time appointed for the adjourned meeting. For this purpose, the time of receipt will be taken to be the (meeting and the message by the CREST Applications Host) from which Computershare are able to retrieve the message by the CREST in the manner prescribed by CREST.
- 10. CREST members and, where applicable, their CREST sponsors or voting service providers should note that Euroclear does not make available special procedures in CREST for any particular messages. Normal system timings and limitations will therefore apply in relation to the input of CREST Proxy Instructions. It is the responsibility of the CREST member concerned to take (or, if the CREST member is a CREST personal member or sponsored member or has appointed any voting service provider(s), to procure that his/her CREST sponsor or voting service provider(s) take(s)) such action as shall be necessary to ensure that a message is transmitted by means of the CREST system by any particular time. For further information on the logistics of submitting messages in CREST, CREST members and, where applicable, their CREST sponsors or voting service providers are referred, in particular, to those sections of the CREST Manual concerning practical limitations of the CREST system and timings. The Company may treat as invalid a CREST Proxy Instruction in the circumstances set out in Regulation 35(5)(a) of the CREST Regulations.
- 11. As an alternative to completing and returning this Form of Proxy, proxies may be appointed electronically by logging on to the following website: www.investorcentre.co.uk/eproxy and following the instructions therein. For an electronic proxy appointment to be valid, the appointment must be received by

Computershare not later than 48 hours (excluding any part of such 48 hour period falling on a non-working day) before the time fixed for the General Meeting or any adjournment thereof. Full details of the procedure to be followed to appoint a proxy electronically are given on the website.

- 12. The above is how your address appears on the Register of Members. If this information is incorrect, please contact the Registrar using the details set out in Explanatory Note 18 below to request a change of address to request a change of address form or go to www.investorcentre.co.uk to use the online Investor Centre service.
- 13. Any alterations made to this Form of Proxy should be initialed
- 14. The completion and return of this Form of Proxy (or transmission of a proxy appointment or voting instruction electronically, by email, through CREST or by any other procedure described in the Scheme Document) will not prevent you from remotely attending, submitting written questions and voting at the General Meeting, in each case via the Virtual Meeting Platform, if you are entitled to and wish to do.
- 15. In the case of joint holders of William Hill Shares, the vote of the senior who tenders a vote, whether remotely or by proxy, will be accepted to the exclusion of the vote(s) of the other joint holder(s). For this purpose, seniority will be determined by the order in which the names stand in the register of members of the Company in respect of the joint holding.
- 16. As an alternative to appointing a proxy, any holder of William Hill Shares which is a corporation may appoint one or more corporate representatives who may exercise on its behalf all its powers as a member, provided that if two or more corporate representatives purport to vote in respect of the same shares, if they purport to exercise the power in the same way as each other, the power is treated as exercised in that way, and in other cases the power is treated as not exercised.
- 17. The 'Vote Withheld' option is provided overleaf (and may be available on the CREST system) to enable you to abstain from voting. However, it should be noted that a 'Vote Withheld' is not a vote in law and will not be counted in the calculation of the proportion of the votes 'For' and 'Against' a resolution.
- 18. You may not use any electronic address provided either in the notice of General Meeting or any related documents (including this Form of Proxy) to communicate with the Company for any reason other than those expressly stated. If you have any questions about the Scheme Document or the General Meeting, or are in any doubt as to how to complete this Form of Proxy or to submit your proxies electronically, please call Computershare between 8:30 a.m. and 5:30 p.m. Monday to Friday (except UK public holidays) on +44 (0)370 703 6251. Calls from outside the UK will be charged at the applicable international rate. Different charges may apply to calls from mobile telephones. Please note that calls may be monitored or recorded and Computershare cannot provide advice on the merits of the Acquisition or the Scheme or give any financial, legal or tax advice.

Form of Proxy

Please complete this box only if you wish to appoint a third party proxy other than the Chair. Please leave this box blank if you want to select the Chair. Do not insert your own name(s).

I/We hereby appoint the Chair of the Meeting OR the person indicated in the box above as my/our proxy to attend, submit written questions and vote in respect of my/our full voting entitlement* on my/our behalf at the General Meeting of William Hill PLC to be held at **1 Bedford Avenue, London WC1B 3AU, United Kingdom** on **19 November**

* For the appointment of more than one proxy, please refer to Explanatory Note 7 (see front).

2020 at 10:45 a.m. (or as soon thereafter as the Court Meeting concludes or is adjourned).

Please mark here to indicate that this proxy appointment is one of multiple appointments being made.

Please use a black pen. Mark with an 2	X
inside the box as shown in this example	э.

	X
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Special Resolution

1. For the purposes of the Scheme:

- to authorise the directors of the Company to take all such action as they may consider necessary
 or appropriate for carrying the Scheme into effect; and
- b. to amend the articles of association of the Company.



I/We instruct my/our proxy as indicated on this Form of Proxy. Unless otherwise instructed the proxy may vote as he or she sees fit or abstain in relation to any business of the General Meeting.

Signature

Date



In the case of a corporation, this proxy must be given under its common seal or be signed on its behalf by an attorney or officer duly authorised, stating their capacity (e.g. director, secretary).

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For use at a meeting of William Hill PLC convened with the permission of the Court (the "**Court Meeting**") of the holders of Scheme Shares (as defined in the scheme circular dated 26 October 2020) to be held at 10:30 a.m. on 19 November 2020 at 1 Bedford Avenue, London, WC1B 3AU, United Kingdom.

Shareholder Reference Number

Please detach this portion before posting this proxy form.

Form of Proxy – Court Meeting to be held on 19 November 2020 at 10:30 a.m.



- Terms defined in the William Hill PLC scheme circular dated 26 October 2020 shall apply equally in this Form of Proxy, unless the context otherwise requires. Full details of the resolution to be proposed at the Court Meeting are set out, together with explanatory notes, in the notice of Court Meeting contained in Part X of the Scheme Document. Before completing this Form of Proxy, please also read the section entitled "Action to be Taken" set out on pages 9 to 11 of the Scheme Document.
- The Court has appointed Roger Devlin or, failing him, Ulrik Bengtsson, or failing him, any other William Hill Director to act as chair of the Court Meeting and has directed the chair to report the result thereof to the Court. Scheme Shareholders are reminded that, in light of the COVID-19 Restrictions, Scheme Shareholders and other attendees will not be permitted to attend the Court Meeting in person, save for the Chair and anyone else nominated by the Chair in order to establish a quorum. Scheme Shareholders will be given the opportunity to attend, submit written questions and/or any objections and vote at the Court Meeting Platform"), further details of which are set out in Explanatory Notes 3 below and on pages 2 to 3 of the Scheme Document.
 You can access the Court Meeting needed with the Virtual Meeting Platform by accessing
- 3. You can access the Court Meeting remotely via the Virtual Meeting Platform by accessing https://web.lumiagm.com from your web browser or by downloading the latest version of the Lumi AGM application (the "App") onto your smartphone device. Once you have accessed https://web.lumiagm.com from your web browser or downloaded the App, you will be asked to enter the Lumi Meeting ID which is 181-487-734. You will then be prompted to enter your unique Shareholder reference Number ("SRN") and PIN. These can be found printed above on the first page of this Form of Proxy. Access to the Court Meeting via the website or App will be available from 10:15 a.m. on 19 November 2020. Please note however that your are unable to access your SRN and PIN, please call Computershare between 8:30 a.m. and 5:30 p.m. Monday to Friday (except UK public holidays) on +44 (0)370 703 6251. Calls from outside the UK will be charged at the applicable international rate. Different charges may apply to calls from mobile telephones. Please note that calls may be monitored or recorded and Computershare cannot provide advice on the merits of the Acquisition or the Scheme or give any financial, legal or tax advice.
- 4. Every Scheme Shareholder (as defined in the Scheme Document) has the right to appoint some other person(s) of their choice, who need not be a shareholder, as his or her proxy to exercise all or any of his or her rights to attend, submit written questions and, on a poll, to vote (in each case, remotely, via the

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Virtual Meeting Platform) on their behalf at the Court Meeting. Scheme Shareholders are strongly encouraged to submit proxy appointments and instructions for the Court Meeting as soon as possible, using any of the methods (by post, by email, online or electronically through CREST) set out below. Scheme Shareholders are also strongly encouraged to appoint "the Chair of the meeting" as their proxy. If any other person is appointed as proxy, he or she will not be permitted to attend the Court Meeting in person, but will be able to attend, submit written questions and/or objections and vole at the Court Meeting in remotely via the Virtual Meeting Platform as described above. If the proxy is being appointed in relation to less than your full voting entitlement, please enter in the box next to the proxy holder's name (see reverse) the number of shares in relation to which they are authorised to act as your proxy. Unless other wise instructed, a person appointed as proxy will exercise his or her discretion as to any business other than the resolution to approve the Scheme (including amendments to the Scheme and any procedural business, including any resolution to adjourn) which may come before the Court Meeting.

- 5. Entitlement to attend (remotely, via the Virtual Meeting Platform) and vote (remotely, via the Virtual Meeting Platform, or by proxy) at the Court Meeting or any adjournment thereof and the number of votes which may be cast at the Court Meeting will be determined by reference to the register of members of the Company at 6:00 p.m. (London time) on 17 November 2020 or, if the Court Meeting is adjourned, 6:00 p.m. (London time) on 17 November 2020 or, if the Court Meeting is adjourned meeting. Changes to the register of members after the relevant time shall be disregarded in determining the rights of any person to attend (remotely, via the Virtual Meeting Platform) and vote (remotely, via the Virtual Meeting Platform, or by proxy) at the Court Meeting.
- 6. It is requested that this Form of Proxy (together with any power of attorney or other authority, if any, under which it is signed, or a duly certified copy thereof) be returned to the Company's Registrar, Computershare, either (i) by post to Computershare Investor Services PLC, The Pavilions, Bridgwater Road, Bristol, BS99 6ZY, or (ii) by emailing a scanned copy to #ukcscmscrestmessages@computershare.co.uk, so as to be received as soon as possible and in any event not later than 10:30 a.m. on 17 November 2020 (or, in the case of an adjournment of the Court Meeting, 48 hours (excluding any part of such 48 hour period falling on a non-working day) before the time appointed for the adjourned meeting). However, if not so lodged, this Form of Proxy may be emailed to #ukcscmscrestmessages@computershare.co.uk any time prior to the commencement of the Court Meeting.

All Named Holders

- 7. To appoint more than one proxy, an additional proxy form(s) may be obtained by contacting the Registrar helpline using the details set out in Explanatory Note 18 below or you may photocopy this Form of Proxy. Please indicate in the box next to the proxy holder's name (see reverse) the number of Scheme Shares in relation to which they are authorised to act as your proxy. Please also indicate by marking the box provided if the proxy instruction is one of multiple instructions being given. All forms must be signed and should be returned together in the same envelope.
- Scheme Shareholders who hold their shares in uncertificated form through CREST who wish to appoint a proxy or proxies through the CREST electronic proxy appointment service may do so by using the procedures described in the CREST Manual (which can be viewed at www.euroclear.com).
- 9. In order for a proxy appointment or instruction made using the CREST service to be valid, the appropriate CREST message (a 'CREST Proxy Instruction') must be properly authenticated in accordance with the specifications of Euroclear and must contain the information required for such instructions as described in the CREST Manual. The message (regardless of whether it constitutes the appointment of a proxy or an amendment to the instructions given to a previously appointed proxy) must, in order to be valid, be transmitted so as to be received by Computershare (ID: 3RA50) not later than 10:30 a.m. (London time) on 17 November 2020 or, in the case of an adjournment of the Court Meeting, not later than 48 hours (excluding any part of such 48 hour period falling on a non-working day) before the time appointed for the adjourned meeting. For this purpose, the time of receipt will be taken to be the CREST in the cases of an edipointment or instruction is not received by this time, this Form of Proxy may be emailed to #ukcscmscrestmessage@computershare.co.uk any time prior to the commencement of the Court Meeting or any adjournment thereof.
- 10. CREST members and, where applicable, their CREST sponsors or voting service providers should note that Euroclear does not make available special procedures in CREST for any particular messages. Normal system timings and limitations will therefore apply in relation to the input of CREST Proxy Instructions. It is the responsibility of the CREST member concerned to take (or, if the CREST member is a CREST personal member or sponsored member or has appointed any voting service provider(s), to procure that his/her CREST sponsor or voting service provider(s) take(s)) such action as shall be necessary to ensure that a message is transmitted by means of the CREST system by any particular time. For further information on the logistics of submitting messages in CREST, CREST members and, where applicable, their CREST sponsors or voting service providers are referred, in particular, to those sections of the CREST Manual concerning practical limitations of the CREST system and timings. The Company may treat as invalid a CREST Proxy Instruction in the circumstances set out in Regulation 35(5)(a) of the CREST Regulations.

- 11. As an alternative to completing and returning this Form of Proxy, proxies may be appointed electronically by logging on to the following website: www.investorcentre.co.uk/eproxy and following the instructions therein. For an electronic proxy appointment to be valid, the appointment must be received by Computershare not later than 48 hours (excluding any part of such 48 hour period falling on a non-working day) before the time fixed for the Court Meeting or any adjournment thereof. Full details of the procedure to be followed to appoint a proxy electronically are given on the website.
- 12. The above is how your address appears on the Register of Members. If this information is incorrect please contact the Registrar using the details set out in Explanatory Note 18 below to request a change of address form or go to www.investorcentre.co.uk to use the online Investor Centre service.
- **13.** Any alterations made to this Form of Proxy should be initialed.
- 14. The completion and return of this form (or transmission of a proxy appointment or voting instruction electronically, by email, through CREST or by any other procedure described in the Scheme Document) will not prevent you from remotely attending, submitting written questions and/or any objections and voting at the Court Meeting, in each case via the Virtual Meeting Platform, if you are entitled to and wish to do so.
- 15. In the case of joint holders of Scheme Shares, the vote of the senior who tenders a vote, whether remotely or by proxy, will be accepted to the exclusion of the vote(s) of the other joint holder(s). For this purpose, seniority will be determined by the order in which the names stand in the register of members of the Company in respect of the joint holding.
- 16. As an alternative to appointing a proxy, any holder of Scheme Shares which is a corporation may appoint one or more corporate representatives who may exercise on its behalf all its powers as a member, provided that if two or more corporate representatives purport to vote in respect of the same shares, if they purport to exercise the power in the same way as each other, the power is treated as exercised in that way, and in other cases the power is treated as not exercised.
- You may not use any electronic address provided either in the notice of Court Meeting or any related documents (including this Form of Proxy) to communicate with the Company for any reason other than those expressly stated.
- 18. If you have any questions about the Scheme Document or the Court Meeting, or are in any doubt as to how to complete this Form of Proxy or to submit your proxies electronically, please call Computershare between 8:30 a.m. and 5:30 p.m. Monday to Friday (except UK public holidays) on +44 (0)370 703 6251. Calls from outside the UK will be charged at the applicable international rate. Different charges may apply to calls from mobile telephones. Please note that calls may be monitored or recorded and Computershare cannot provide advice on the merits of the Acquisition or the Scheme or give any financial, legal or tax advice.

Form of Proxy

Please complete this box only if you wish to appoint a third party proxy other than the Chair. Please leave this box blank if you want to select the Chair. Do not insert your own name(s).

*

I/We hereby appoint the Chair of the Meeting OR the person indicated in the box above as my/our proxy to attend, submit written questions and vote in respect of my/our full voting entitlement* on my/our behalf at the Court Meeting of William Hill PLC to be held at 10:30 a.m. on 19 November 2020 at 1 Bedford Avenue, London, WC1B 3AU, United Kingdom and at any adjourned meeting, for the purposes of considering and, if thought fit, approving (with or without modification) the proposed Scheme of Arrangement (the "Scheme") referred to in the Notice convening the Court Meeting and at such meeting, or any adjournment thereof, to vote for me/us and in my/our name(s) for the Scheme (either with or without modification, as my/our proxy may approve) or against the Scheme as indicated below.

* For the appointment of more than one proxy, please refer to Explanatory Note 7 (see front).

Please mark here to indicate that this proxy appointment is one of multiple appointments being made.

Please use a black pen.

Please sign ONE of the boxes below.

IMPORTANT: if you wish to vote for the Scheme, sign the box marked "FOR the Scheme", or if you wish to vote against the Scheme, sign in the box marked "AGAINST the Scheme". If you sign in both boxes, or if you do not sign in either, then this form of proxy will be invalid.

FOR the Scheme Signature		AGAINST the Scheme Signature
Date		
If signing on behalf of a company, please enter the compa	any name below in block capitals and state your official capacity	
Company Name		Official Capacity

If signing under a power of attorney or other authority, please return such power or authority (or a duly certified copy thereof) to the Registrar with this Form of Proxy. I/We instruct my/our proxy as indicated on this Form of Proxy. Unless otherwise instructed, the proxy may vote as he or she sees fit or abstain in relation to any business other than the resolution to approve the Scheme which may come before the Court Meeting.

In the case of a corporation, this proxy must be given under its common seal or be signed on its behalf by an attorney or officer duly authorised, stating their capacity (e.g. director, secretary).

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