

The Directors
Sportingbet plc
4th Floor
45 Moorfields
London EC2Y 9AE

+44 (0)20 7523 8000

www.canaccordgenuity.com

For the attention of: Jim Wilkinson

25 January 2013

Dear Sirs

Sportingbet plc (the "Company")

We refer to the scheme circular to be dated 25 January 2013 (the "Scheme Circular") in respect of the proposals to be made by William Hill plc and GVC holdings to acquire all of the issued and to be issued share capital in Sportingbet plc.

We hereby consent to the issue of the Scheme Circular with the inclusion therein of the references to ourselves in the form and context in which they are included.

Yours faithfully



For and on behalf of
Canaccord Genuity Limited

United Kingdom
Ireland
France
Germany
Canada
United States
China
Singapore
Australia