

THIS DOCUMENT IS IMPORTANT AND REQUIRES YOUR IMMEDIATE ATTENTION. If you are in any doubt as to the action you should take, you should consult your stockbroker, bank manager, solicitor, accountant or other independent financial adviser who, if you are taking advice in the UK, is authorised pursuant to the Financial Services and Markets Act 2000, or from an appropriately authorised independent financial adviser if you are in a territory outside the UK. This document should be read in conjunction with the scheme document dated 25 January 2013 (the "Scheme Document") which accompanies this Form of Election and the prospectus dated 25 January 2013 relating to the Enlarged GVC Group and GVC Shares available on the websites of Sportingbet at www.sportingbetplc.com and GVC at www.gvc-plc.com. Unless the context otherwise requires, the definitions in the Scheme Document also apply to this form of election (the "Form of Election"). Please read carefully the terms of the Scheme, as set out in the Scheme Document, which are incorporated in, and form part of, this Form of Election.

The conditions to the implementation of the Offer, as set out in Part 5 of the Scheme Document, are deemed to be incorporated herein.

If you have sold or otherwise transferred all of your Sportingbet Shares, you should send the Scheme Document, but not this personalised Form of Election, as soon as possible to the purchaser or transferee, or to the stockbroker, bank or other agent through whom the sale or transfer was effected, for delivery to the purchaser or transferee. However, this document should not be forwarded or transmitted in or into any jurisdiction in which such act would constitute a violation of the relevant laws of such jurisdiction. If you have sold or transferred part of your holding of Sportingbet Shares, please consult the bank, stockbroker or other agent through whom the sale or transfer was effected.

This Form of Election is personalised. If you have recently bought Sportingbet Shares and, notwithstanding the instructions set out above, you receive this Form of Election from the transferor of such shares, you should note that, unless you are intending to make an Election under the Mix and Match Facility in respect of all of your Sportingbet Shares (including those acquired), it cannot be used for the purpose of making an Election under the Mix and Match Facility in respect of the acquired Sportingbet Shares. Please contact the Receiving Agent, Capita Registrars, on the telephone numbers below to obtain a replacement Form of Election.

The distribution of this Form of Election into jurisdictions other than the UK may be restricted by the laws of those jurisdictions and therefore persons into whose possession this Form of Election comes should inform themselves about, and observe, any such restrictions. Failure to comply with any such restrictions may constitute a violation of the securities laws of any such jurisdiction. In particular, this Form of Election should not be distributed in, forwarded to or transmitted into any jurisdiction where the offering of New GVC Shares or the making of them available for subscription or purchase would breach any applicable law.

The ability of Scheme Shareholders to participate in the Mix and Match Facility may be restricted by the laws of the jurisdiction in which such shareholders are located. Excluded Overseas Shareholders shall not be entitled to make any Election. If you are in any doubt as to your eligibility to make a Mix and Match Election you should seek your own personal financial advice immediately. Overseas Shareholders should read paragraph 21 of Part 2 of the Scheme Document.

FORM OF ELECTION FOR THE MIX AND MATCH FACILITY

in respect of the

recommended Offer by

WILLIAM HILL AUSTRALIA PTY LIMITED

(A WHOLLY-OWNED SUBSIDIARY OF WILLIAM HILL PLC)

and

GVC HOLDINGS PLC

for

SPORTINGBET PLC

to be effected by means of a scheme of arrangement under Part 26 of the Companies Act 2006

Completed and valid Forms of Election must be received by

1.00 p.m. on 12 March 2013 (or by such later time and/or date (if any) as may be announced by Sportingbet, William Hill and GVC through a Regulatory Information Service)

ACTION TO BE TAKEN

Before completing this Form of Election, please read carefully the section headed "Actions to be taken by Sportingbet Shareholders" on pages 13 to 16 of the Scheme Document and the notes for making Elections under the Mix and Match Facility on pages 17 to 24 of the Scheme Document.

<p>IF YOU WISH TO RECEIVE THE BASIC OFFER OF 44.8 PENCE IN CASH AND 0.0435 NEW GVC SHARES FOR EACH SPORTINGBET SHARE (THE "BASIC OFFER") YOU DO NOT HAVE TO TAKE ANY ACTION OR MAKE AN ELECTION UNDER THE MIX AND MATCH FACILITY AND SHOULD NOT RETURN THIS FORM.</p>
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- To make an Election, please:
 - read the instructions set out on pages 2 and 4 of this Form of Election;
 - complete and sign page 3 of this Form of Election; and
 - return this original Form of Election to Capita Registrars (copies will not be accepted) using the reply-paid envelope (marked with a green flash) provided.
- If you hold Sportingbet Shares jointly with others, you must arrange for all of your co-holders to sign this Form of Election.
- If you hold Sportingbet Shares in certificated form and you wish to make an Election, you must sign and return this Form of Election to Capita Registrars at the address set out on page 2 of this Form of Election. A pre-paid envelope (marked with a green flash) is provided for this purpose for use in the UK only.
- If you hold Sportingbet Shares in uncertificated form (that is, in CREST) and you wish to make an Election, you should comply with the procedures set out in the section entitled "Notes for Making Elections under the Mix and Match Facility" on pages 17 to 24 of the Scheme Document and ensure that TTE Instruction is made in accordance with such procedures as soon as possible and in any event so that the TTE Instruction settles no later than 1.00 p.m. on 12 March 2013 (or by such later time and/or date (if any) as may be announced by Sportingbet, William Hill and GVC through a Regulatory Information Service).
- If you hold Sportingbet Shares in both uncertificated and certificated form (that is, both in CREST and not in CREST) and you wish to make an Election, you must complete a Form of Election for those Sportingbet Shares held in certificated form and complete a TTE Instruction in respect of those Sportingbet Shares held in uncertificated form. Similarly, you should complete separate Forms of Election for Sportingbet Shares held in certificated form but under different designations. You can obtain further Forms of Election by contacting Capita Registrars at the address set out on page 2 of this Form of Election.
- A Form of Election which is received in an envelope post-marked in an Excluded Jurisdiction (or otherwise appearing to Sportingbet, William Hill Australia and GVC or their agents to have been sent from an Excluded Jurisdiction), may be rejected as an invalid Election.
- If any Form of Election, or TTE Instruction, is received after 1.00 p.m. on 12 March 2013 (or such later time or date (if any) as may be announced by Sportingbet, William Hill and GVC through a Regulatory Information Service) or is received before such time and date but is not valid or complete in all respects at such time and date, such Election shall, for all purposes, be void (unless Sportingbet, William Hill Australia and GVC, in their absolute discretion, elect to treat as valid, in whole or in part, any such Election).
- Without prejudice to any other provision of this Form of Election or the section entitled "Notes for Making Elections under the Mix and Match Facility" of the Scheme Document or otherwise, William Hill Australia, GVC and Sportingbet reserve the right (subject to the terms of the Offer and the provisions of the Code) to treat as valid in whole or in part any Election which is not valid and complete in all respects.

DO NOT DETACH ANY PART OF THIS FORM OF ELECTION

Helpline

If you are in any doubt as to how to complete this Form of Election, please call Capita Registrar's Shareholder Helpline on 0871 664 0321 (from within the UK) or on +44 20 8639 3399 (from outside the UK). Calls to the 0871 664 0321 number cost 10 pence per minute (including VAT) plus your service provider's network extras. Lines are open 9.00 a.m. to 5.30 p.m. (London time) Monday to Friday (except UK public holidays). Calls to the +44 20 8639 3399 number from outside the UK are charged at the applicable international rate. Different charges may apply to calls from mobile telephones and calls may be recorded and randomly monitored for security and training purposes. Capita Registrars cannot provide advice on the merits of the Offer, nor give any legal, taxation or financial advice.

The Registrar's address is Capita Registrars, Corporate Actions, The Registry, 34 Beckenham Road, Beckenham, Kent BR3 4TU.

HOW TO COMPLETE THIS FORM

Please follow these instructions when completing the form on page 3

YOU SHOULD NOT COMPLETE THIS FORM IF YOU WISH TO RECEIVE THE BASIC OFFER AND YOU DO NOT WISH TO MAKE AN ELECTION UNDER THE MIX AND MATCH FACILITY

This Form of Election should only be returned if you wish to make an Election under the Mix and Match Facility

1. TO MAKE AN ELECTION UNDER THE MIX AND MATCH FACILITY**1.1 To elect for more cash under the Mix and Match Facility**

To elect for more cash instead of New GVC Shares to which you are entitled under the Basic Offer, you should insert in Box 1 either 'ALL', or the number of your holding of Sportingbet Shares in respect of which you wish to receive cash only rather than New GVC Shares and cash.

1.2 To elect for more New GVC Shares under the Mix and Match Facility

To elect for more New GVC Shares instead of cash to which you are entitled under the Basic Offer, you should insert in Box 2 either 'ALL', or the number of your holding of Sportingbet Shares in respect of which you wish to receive New GVC Shares only rather than cash and New GVC Shares.

1.3 If you do not insert anything in Box 1 or Box 2, your election will be invalid

If the sum of the numbers in Box 1 and Box 2 is less than your holding of Sportingbet Shares immediately prior to the Reclassification Record Time you will be entitled to receive the Basic Offer in respect of the shortfall.

2. MAXIMUM NUMBER OF SPORTINGBET SHARES IN RESPECT OF WHICH ELECTIONS CAN BE MADE

The sum of the numbers entered in Boxes 1 and 2 (inclusive) must not exceed the number of Sportingbet Shares of which you are the registered holder at the Reclassification Record Time. If the sum of the numbers entered in Boxes 1 and 2 exceeds the number of Sportingbet Shares of which you are the registered holder immediately prior to the Reclassification Record Time, the Elections you have made will be scaled down pro rata (or as near thereto as Sportingbet, William Hill Australia and GVC in their absolute discretion consider practicable).

Elections will only be accepted in respect of whole numbers of Sportingbet Shares.

3. SALE OR PURCHASE OF SPORTINGBET SHARES AFTER HAVING MADE AN ELECTION

Persons who have made valid Elections under the Mix and Match Facility will not be entitled to transfer Sportingbet Shares in respect of which an Election has been made for so long as that Election is not withdrawn.

Please refer to the notes on pages 18 and 19 of the Scheme Document for details of the consequences should you acquire or dispose (or wish to dispose) of Sportingbet Shares after having made an Election under the Mix and Match Facility.

4. EFFECT OF VALID ELECTIONS EXCEEDING THE MAXIMUM

Please refer to page 18 of the Scheme Document for details of how Elections which exceed the maximum amount of New GVC Shares and/or cash under the Scheme will be scaled down.

5. INVALID ELECTIONS

If your election under the Mix and Match Facility is invalid for any reason, you will receive your entitlement under the Basic Offer as if you had not made an election.

6. SIGNATURES

All Sportingbet Shareholders who are individuals should sign and date this Form of Election in the presence of an independent witness who should sign this Form of Election (copies will not be accepted) and insert their name and address. The independent witness must be at least 18 years of age and must not be your spouse or other immediate family member or any joint holders of Sportingbet Shares. If this Form of Election is not signed by the registered holder(s), insert the name(s) and capacity (e.g. executor) of the person(s) signing this Form of Election. The person signing this Form of Election should provide evidence of his/her authority. If this Form of Election is signed under a power of attorney, the original power of attorney (or a duly certified copy) should accompany this Form of Election. This Form of Election shall be a binding legal contract when executed by you (or whoever signs on your behalf) and any joint holders.

A company may execute this Form of Election under its common seal, the seal being affixed and witnessed in accordance with its articles of association or other regulations. Alternatively, this Form of Election may be executed on behalf of a company by two authorised signatories or a director of the company in the presence of a witness who attests the signature. A company incorporated outside Great Britain may sign in accordance with the provisions of the Overseas Companies (Execution of Documents and Registration of Charges) Regulations 2009. In all cases, the name of the company must be inserted above the signatures.

7. ALTERNATIVE ADDRESS

If you wish to notify Capita Registrars of a change of address or wish the consideration and/or any return documents to be sent to someone other than the sole or first named registered holder at the address set out at the top of page 3, insert in Box 4 in BLOCK CAPITALS your new address or the name and address of the person or agent (e.g. your bank) in the UK to whom you wish the consideration or return documents to be sent and place a cross in the appropriate box. The address you insert must not be in an Excluded Overseas Jurisdiction.

8. CONTACT DETAILS

Please insert in Box 5 a telephone number on which you can be contacted during normal working hours in the event of any questions arising from completion of this Form of Election.

FORM OF ELECTION

PLEASE COMPLETE (IN BLACK INK AND BLOCK CAPITALS) AND RETURN THE ORIGINAL SIGNED AND DATED FORM TO CAPITA REGISTRARS AS EXPLAINED ON PAGES 2 AND 4

IF YOU WISH TO RECEIVE THE BASIC OFFER AND DO NOT WISH TO MAKE AN ELECTION UNDER THE MIX AND MATCH FACILITY, DO NOT RETURN THIS FORM

Name and Address(es) of Registered Shareholder(s):

BOX A
Number of Sportingbet Shares held as at 23 January 2013 (for information purposes only):

BOX B
Investor Code:

NOTE: THE SUM OF THE NUMBERS IN BOXES 1 TO 2 (INCLUSIVE) MUST NOT EXCEED THE NUMBER OF SPORTINGBET SHARES OF WHICH YOU ARE THE REGISTERED HOLDER IMMEDIATELY PRIOR TO THE RECLASSIFICATION RECORD TIME

1

TO MAKE A CASH ELECTION UNDER THE MIX AND MATCH FACILITY TO RECEIVE MORE CASH

Complete BOX 1 and, if appropriate, BOXES 4 and/or 5 and then sign BOX 3 as explained on pages 2 and 4. The number in BOX 1 when added to any number inserted in BOX 2 may not exceed the number of Sportingbet Shares you will hold immediately prior to the Reclassification Record Time.

BOX 1
Insert "ALL" or the number of your Sportingbet Shares for which you wish to elect to receive more cash instead of New GVC Shares:

2

TO MAKE A SHARE ELECTION UNDER THE MIX AND MATCH FACILITY TO RECEIVE MORE NEW GVC SHARES

Complete BOX 2 and, if appropriate, BOXES 4 and/or 5 and then sign BOX 3 as explained on pages 2 and 4. The number in BOX 2 when added to any number inserted in BOX 1 may not exceed the number of Sportingbet Shares you will hold immediately prior to the Reclassification Record Time.

BOX 2
Insert "ALL" or the number of your Sportingbet Shares for which you wish to elect to receive more New GVC Shares instead of cash (or cash if the election is scaled down):

3

SIGNATURE CONFIRMING YOUR ELECTIONS EXECUTED AND DELIVERED AS A DEED BY:

EXECUTION BY INDIVIDUAL(S):

Signature(s) of Shareholder(s)	Date	Name and address of Witness	Signature of Witness	Date
1.
2.
3.
4.

Note: all Sportingbet Shareholders who are individuals should sign and date this Form of Election in accordance with the instructions in note 6 on page 2 of this Form of Election. **Signing under Power of Attorney.** If you are signing under power of attorney, please put a cross in the box and attach the original power of attorney (or a copy thereof duly certified in accordance with the Powers of Attorney Act 1971).

EXECUTION BY A COMPANY: Executed and delivered as a deed by the company named below*:



Name of company:	Name of Director:
Signature:	Name of Director/Secretary/Witness*:
Signature:
	Witness address (if required):

	*Delete as appropriate

Note: all Sportingbet Shareholders which are companies should sign and date this Form of Election in accordance with the instructions in note 6 on page 2 of this Form of Election.

Signing under Power of Attorney. If you are signing under power of attorney, please put a cross in the box and attach the original power of attorney (or a copy thereof duly certified in accordance with the Powers of Attorney Act 1971).

4

CHANGE OF ADDRESS OR ALTERNATIVE ADDRESS FOR CONSIDERATION (TO BE COMPLETED IN BLOCK CAPITALS)

If you are confirming a change of address please put a cross in the box opposite in black ink and complete your details below:

If you would like the consideration sent to an alternative address to that shown at the top of this Form of Election please put a cross in the box opposite in black ink and insert the address details below:

Name:	House number/name:
Address:	
Country:	Post Code:

NOTE THAT ANY NEW OR ALTERNATIVE ADDRESS MUST NOT BE IN AN EXCLUDED JURISDICTION.

5

CONTACT DETAILS

Telephone number on which you can be contacted during normal working hours (including area code in the event of a query arising from the completion of this Form of Election):

NOTES REGARDING THE COMPLETION AND LODGING OF THIS FORM OF ELECTION

In order to be valid, this Form of Election must (except as described below) be signed personally by the registered Sportingbet Shareholder or by all the joint registered Sportingbet Shareholders.

(1) If a registered Sportingbet Shareholder is away from home (e.g. abroad or on holiday)

Send this Form of Election by the quickest means (e.g. airmail) to the Sportingbet Shareholder for execution (but not into an Excluded Jurisdiction or any other jurisdiction if to do so would constitute a violation of the relevant laws of that jurisdiction) or, if he/she has executed a power of attorney, have this Form of Election signed by the attorney. In the latter case, you should follow the instructions in note (4) below.

(2) If the sole registered Sportingbet Shareholder has died

If probate or letters of administration has/have been registered with Sportingbet, this Form of Election must be signed by the personal representative(s) of the deceased and returned to Capita Registrars. If probate or letters of administration has/have not been registered with Sportingbet the personal representative(s) should sign this Form of Election and forward it to Capita Registrars together with evidence of that personal representative's authority to sign, namely the sealed office copy Grant of Probate by 1.00 p.m. on 12 March 2013 (or by such later time and/or date (if any) as may be announced by Sportingbet, William Hill and GVC through a Regulatory Information Service). However, once obtained, the grant of probate or letters of administration must be lodged before the consideration due under the Offer can be forwarded to the personal representative.

(3) If one of the registered Sportingbet Shareholders in a joint account has died

The surviving registered Sportingbet Shareholder(s) should complete this Form of Election and return it to the Receiving Agent accompanied by a copy of the death certificate and the relevant probate or letters of administration of the deceased Sportingbet Shareholder.

(4) If this Form of Election is signed under a power of attorney

The completed Form of Election should be returned to Capita Registrars accompanied by the original power of attorney (or a duly certified copy, as provided in the Powers of Attorney Act 1971) by 1.00 p.m. on 12 March 2013 (or by such later time and/or date (if any) as may be announced by Sportingbet, William Hill and GVC through a Regulatory Information Service). The power of attorney will be noted and returned. No other signatures will be accepted.

(5) If the registered Sportingbet Shareholder does not return this Form of Election

If the registered Sportingbet Shareholder does not return this Form of Election to Capita Registrars by 1.00 p.m. on 12 March 2013 (or by such later time or date (if any) as may be announced by Sportingbet, William Hill and GVC through a Regulatory Information Service), or does not make or is not deemed to have made a valid election using this Form of Election, he/she will be entitled to the Basic Offer only.

(6) Form and validity of Forms of Election

Sportingbet, William Hill Australia and GVC will determine all questions as to form and validity, including the timing of receipt, of any Forms of Election in their absolute discretion and may, if they so determine, accept a Form of Election which is received after the relevant time or which is not valid and complete in all respects. None of Sportingbet, William Hill Australia and GVC or any other person will be under any duty to give notice of any defect or irregularity in any Form of Election or incur any liability for failure to give any such notification.

(7) Number of Sportingbet Shares held by you at the Reclassification Record Time

Box A shows the number of Sportingbet Shares held by you at close of business on 23 January 2013, being the last practicable date prior to publication of the Scheme Document. If you do not buy, sell or transfer any Sportingbet Shares between that date and the Reclassification Record Time then this number will be the number of Sportingbet Shares you will hold immediately prior to the Reclassification Record Time and for which you may make an Election. If you do buy, sell or transfer any Sportingbet Shares you should take care to ensure that your Election is in respect of the number of Sportingbet Shares that will be registered in your name(s) immediately prior to the Reclassification Record Time.

(8) Overseas Shareholders

The attention of Overseas Shareholders is drawn to paragraph 21 of Part 2 of the Scheme Document. Overseas Shareholders should consult their professional adviser to ascertain whether the Offer will be subject to any restrictions or require compliance with any formalities imposed by the laws or regulations of, or any body or authority located in, the jurisdictions in which they are resident. The Mix and Match Facility will not be available to Excluded Overseas Shareholders.

In addition, the distribution of this Form of Election or the Scheme Document in certain jurisdictions may be restricted by law. Persons into whose possession this Form of Election or the Scheme Document comes should inform themselves about and observe any legal requirements applicable to their relevant jurisdiction.

(9) General

If you have returned a Form of Election and subsequently wish to withdraw or amend that Election, please contact Capita Registrars in writing by no later than 1.00 p.m. on 12 March 2013, or by such later time and/or date (if any) as may be announced by Sportingbet, William Hill and GVC through a Regulatory Information Service in accordance with the instructions set out on pages 23 and 24 of the Scheme Document. Any written requests of this nature should be sent to Capita Registrars, Corporate Actions, The Registry, 34 Beckenham Road, Beckenham, Kent, BR3 4TU.

If you are in any doubt as to how to complete this Form of Election, please call Capita Registrar's Shareholder Helpline on 0871 664 0321 (from within the UK) or on +44 20 8639 3399 (from outside the UK). Calls to the 0871 664 0321 number cost 10 pence per minute (including VAT) plus your service provider's network extras. Lines are open 9.00 a.m. to 5.30 p.m. (London time) Monday to Friday (except UK public holidays). Calls to the +44 20 8639 3399 number from outside the UK are charged at the applicable international rate. Different charges may apply to calls from mobile telephones and calls may be recorded and randomly monitored for security and training purposes. Capita Registrars cannot provide advice on the merits of the Offer, nor give any legal, taxation or financial advice.

The Registrar's address is Capita Registrars, Corporate Actions, The Registry, 34 Beckenham Road, Beckenham, Kent BR3 4TU.

DO NOT RETURN THIS FORM IF YOU DO NOT WISH TO MAKE AN ELECTION UNDER THE MIX AND MATCH FACILITY.