

The Chairman of Ladbrokes Coral Group plc (the "Company") invites you to attend the General Meeting of the Company to be held at the offices of Ashurst LLP, Broadwalk House, 5 Appold Street, London EC2A 2AG on Thursday 8 March 2018 at 11.45 a.m.

Shareholder Reference Number

Please detach this portion before posting this Form of Proxy.

Form of Proxy – GENERAL MEETING to be held on Thursday 8 March 2018 at 11.45 a.m.



Cast your Proxy online...It's fast, easy and secure!

www.eproxyappointment.com

You will be asked to enter the Control Number, Shareholder Reference Number (SRN) and PIN shown opposite and agree to certain terms and conditions.

Control Number: 914794

SRN:

PIN:

To view the Notice of General Meeting and accompanying notes online visit: www.ladbrokecoralplc.com/investors

To be effective, all proxy appointments must be lodged (together with any power of attorney or other authority, if any, under which it is executed (or notarially certified copy thereof)) with the Company's registrars at:

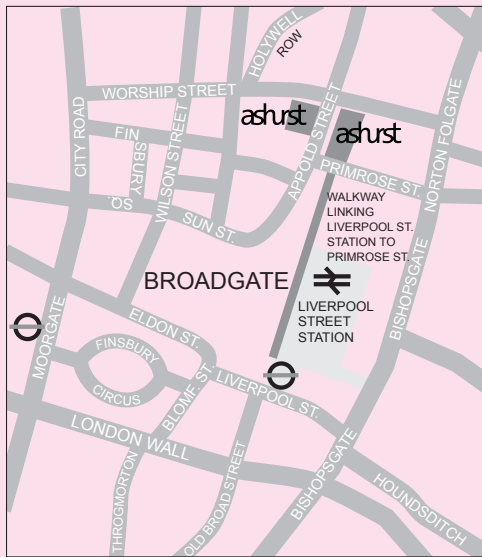
Computershare Investor Services PLC, The Pavilions, Bridgwater Road, Bristol BS99 6ZY by 11.45 a.m. on Tuesday 6 March 2018

Explanatory Notes:

- To be entitled to attend and vote at the General Meeting (and for the purpose of the determination by the Company of the votes they may cast), shareholders must be registered in the register of members of the Company as at 10.00 p.m. on 6 March 2018 or, in the event that the meeting is adjourned, in the register of members at 10.00 p.m. on the second calendar day before the date of any adjourned meeting. Changes to entries on the register of members after the relevant deadline shall be disregarded in determining the rights of any person to attend and vote at the General Meeting or any adjourned meeting.
- Shareholders entitled to attend and vote at the General Meeting are entitled to appoint one or more proxies to attend, to speak and to vote in their place. If you wish to appoint more than one proxy, each proxy must be appointed to exercise the rights attached to a different share or shares held by you. In the case of joint shareholders, only one need sign this form. The vote of the senior joint shareholder will be accepted to the exclusion of the votes of the other joint shareholders. For this purpose, seniority will be determined by the order in which the names of the shareholders appear in the register of members in respect of the joint shareholding. The completion and return of this form will not stop you from attending and voting in person at the General Meeting should you wish to do so and are so entitled. A proxy need not be a shareholder of the Company.
- You can appoint the Chairman of the General Meeting, or any other person, as your proxy. If you wish to appoint someone other than the Chairman, insert the name of your appointee in the space provided in the first box (see reverse).
- If you do not specify the name of your appointee in the first box (see reverse), the Chairman will be appointed as your proxy. You can instruct your proxy how to vote on the resolutions by placing an "x" (or entering the number of shares which you are entitled to vote) in the "For" or "Against" boxes as appropriate. If you wish to abstain from voting please place an "x" in the box which is marked "Vote withheld". It should be noted that an abstention 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.
If you are appointing a proxy 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. If left blank your proxy will be deemed to be authorised in respect of your full voting entitlement. Please also indicate by ticking the relevant box (see reverse) if the proxy instruction is one of multiple instructions being given.
To appoint more than one proxy, you may photocopy this form or obtain (an) additional form(s) by contacting the Company's registrars, Computershare, using the details set out in paragraph 10 below. All Forms of Proxy must be signed and should be returned together in a single envelope, rather than posted separately.
- Your proxy may exercise his/her discretion as to whether, and if so, how he/she votes in respect of any other business (including any amendment to the resolutions) which may be properly conducted at the General Meeting.
- Shareholders are given the option to register the appointment of a proxy for the General Meeting electronically by accessing the website www.eproxyappointment.com. You will need your Control Number, Shareholder Reference Number (SRN) and PIN which are shown on this form.
- CREST members who wish to appoint a proxy or proxies through the CREST electronic proxy appointment service for the General Meeting and any adjournment(s) thereof may do so by using the procedures described in the CREST Manual (available at www.euroclear.com). CREST Personal Members or other CREST sponsored members, and those CREST members who have appointed a voting service provider, should refer to their CREST sponsor or voting service provider, who will be able to take the appropriate action on their behalf. 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 Euroclear's specifications and must contain the information required for such instruction, as described in the CREST Manual. The message, regardless of whether it constitutes the appointment of a proxy or an amendment to the instruction given to a previously appointed proxy, must, in order to be valid, be transmitted so as to be received by the issuer's agent (ID 3RA50) by the latest time for receipt of proxy appointments specified below.
The Company may treat as invalid a CREST Proxy Instruction in the circumstances set out in Regulation 35(5) (a) of the Uncertificated Securities Regulations 2001.
All messages relating to the appointment of a proxy or an instruction to a previously appointed proxy, which are to be transmitted through CREST, must be transmitted so as to be received by the issuer's agent (ID 3RA50) by no later than 11.45 a.m. on 6 March 2018.
- A corporation should execute this form under its common seal or otherwise in accordance with Section 44 of the Companies Act or by signature on its behalf by a duly authorised officer or attorney whose power of attorney or other authority should be enclosed with this form.
- The form and any power of attorney (or a notarially certified copy thereof) under which it is executed (if the proxy is to be appointed by submission of a hard copy of this form) must be received by Computershare by no later than 11.45 a.m. on 6 March 2018 or if the General Meeting is adjourned, 48 hours before the time fixed for the holding of the adjourned meeting.
- If you have any questions relating to completion and return of your form, please call Computershare on the shareholder helpline 0370 702 0127 from within the UK or, if calling from outside the UK, on +44 370 702 0127. The helpline is open between 8.30 a.m. and 5.30 p.m., Monday to Friday excluding public holidays in England and Wales. Calls to the helpline from outside the UK will be charged at applicable international rates. Different charges may apply to calls made from mobile telephones. The helpline cannot provide advice on the merits of the Scheme nor give any financial, legal, tax or investment advice. Please also indicate by ticking the relevant box (see reverse) if the proxy instruction is one of multiple instructions being given.
- Any alterations to this form should be initialled.
- Terms defined in the Scheme Document (as defined below) shall have the same meanings when used in this form.
- All times referred to are references to the time in London.

Kindly Note: This form 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.

All Named Holders



Ashurst LLP
 Broadwalk House
 5 Appold Street
 London EC2A 2AG
 Tel: +44 (0)20 7638 1111

Ladbroke's Coral Group plc Form of Proxy for the General Meeting

Form of Proxy for use at the General Meeting of Ladbroke's Coral Group plc (the "Company") to be held at the offices of Ashurst LLP, Broadwalk House, 5 Appold Street, London EC2A 2AG on Thursday 8 March 2018 at 11.45 a.m. (the "General Meeting"), and at any adjourned meeting.

Before completing the Form of Proxy below, please read carefully the Notice of General Meeting in Part 13 of the scheme document of the Company dated 9 February 2018 (the "Scheme Document") and the "Action to be taken" section in the Scheme Document.

Please use the "Explanatory Notes" overleaf to assist with the completion of this Form of Proxy.

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

Name of proxy	No. of shares
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I/We being (a) holder(s) of ordinary shares of 28¹/₃ pence each in the Company hereby appoint the Chairman of the General Meeting OR the person indicated in the box above as my/our proxy to attend, speak and vote in respect of my/our full voting entitlement* on my/our behalf at the General Meeting of the Company to be held at the offices of Ashurst LLP, Broadwalk House, 5 Appold Street, London EC2A 2AG, on Thursday 8 March 2018 at 11.45 a.m. and at any adjourned meeting.

* For the appointment of more than one proxy, please refer to Explanatory Note 4 (see front). If no number of shares is entered, the proxy will be authorised to act on your behalf in relation to your entire shareholding in the Company.

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

I/We wish my/our proxy to vote as indicated below in respect of the Special Resolutions to be proposed at the General Meeting. Please give instructions to your proxy by ticking the appropriate box below. If you do not tick any boxes for a specific resolution, your proxy has the discretion to vote as they see fit in respect of that resolution.

Special Resolutions

	For	Against	Vote Withheld
a) To authorise the directors of the Company to take all such actions as they consider necessary or appropriate for carrying the Scheme into effect	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) To amend the articles of association of the Company on the terms described in the Notice of General Meeting at Part 13 of the Scheme Document	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Subject to and conditional on the Scheme becoming effective, to re-register the Company as a private company under the name of "Ladbroke's Coral Group Limited"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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).

