

12 November 2020

Dear Shareholder

Document available on the GVC website to download

Earlier today, GVC Holdings PLC (the **Company**) announced ambitious plans for the future under two core strategic pillars of sustainability and growth. These plans will be supported by a range of strategic initiatives including:

- a commitment to operating in 100% regulated markets by the end of 2023;
- using proprietary technology to further enhance player protection through additional checks as well as improved monitoring and interventions;
- a responsible gambling metric being incorporated into our annual group wide bonus conditions for all employees from 2021; and
- launching the Entain Foundation to provide further support to the communities in which we operate.

The strategy seeks to enable the Company and its group (the **Group**) to achieve its ambition to be the world leader in sports betting and gaming entertainment and to deliver long-term value for all of the Group's key stakeholders. A copy of the Company's announcement describing these plans is available on the Company's website at <https://gvc-plc.com/investor-relations/rns-news-feed/>.

Alongside these strategic initiatives, the Company also announced a fresh corporate identity. The Company will change its name from GVC Holdings PLC to Entain plc (the **Change of Name**), subject to the approval of the Company's shareholders (the **Shareholders**). The purpose of the Change of Name is to reflect the fundamental changes that have taken place both within the Group's business and in the wider industry. This new identity will represent a new chapter for the Group under a re-energised management team, and reflects the Group's ambition to be the world leader in sports betting and gaming entertainment.

The Change of Name requires the Company to amend its memorandum and articles of association (the **New Memorandum and Articles**) to reflect the new name of the Company. The Change of Name and the New Memorandum and Articles have both been approved by the board of directors of the Company (the Board) subject to Shareholder approval. For the purpose of obtaining such approval, the Board proposes to hold an Extraordinary General Meeting (**EGM**) of the Company.

The Company's articles of association allow the Company to provide all Shareholder documents via its website, except where Shareholders have requested to receive hard copies of such documents. This process allows the Company to limit the environmental impact of its business and to manage costs more effectively. Previously we have sent you a preference form allowing you to elect how you would like to receive documents from the Company. The communication sent with this preference form stated that if you did not reply to us within 28 days you would no longer receive hard copy documents but would be notified in writing when documents were available on the Company's website. Our records indicate you either did not return a preference form or elected to receive notice of documents from the Company being published on the Company's website.

The Company has today published a shareholder circular convening the EGM (**EGM Notice**) and this document is now available to view and download from the Company's website, <https://gvc-plc.com/investor-relations/rns-news-feed/>.

The EGM will be held on 9 December 2020 at 10:00am (Central European Time) at Suite 7, Atlantic Suites, Europort Avenue, Gibraltar GX11 1AA. However, as set out in the EGM Notice, in light of current and anticipated restrictions relating to Covid-19, Shareholders are requested not to attend the EGM themselves in person, and not to appoint a third party proxy to attend on their behalf, but are instead strongly encouraged to lodge their votes by appointing the Chairman of the EGM as their proxy.

If you would like a hard copy of the EGM Notice then please contact GVC's registrar, Link Asset Services, by email at enquiries@linkgroup.co.uk or by calling 0871 664 0300* if you are phoning from the United Kingdom or +44 (0)371 664 0300 if you are calling from outside the United Kingdom. Calls are charged at the standard geographic rate and will vary by provider. Calls outside the United Kingdom will be charged at the applicable international rate.

Alternatively, you can write to them at Link Asset Services, The Registry, 34 Beckenham Road, Beckenham, Kent BR3 4ZF, United Kingdom. You will need to state your name and Investor Code which can be obtained from your share certificate or any correspondence you have received from Link Asset Services.

This letter is introducing the Change of Name and the adoption of the New Memorandum and Articles as contained in the EGM Notice, which should be read before taking a decision on how to cast your vote. This notification is not a summary of the proposal and should not be regarded as a substitute for reading the EGM Notice.

Also enclosed with this letter is your voting card for the EGM.

Yours faithfully

J M Barry Gibson
Non-executive Chairman

*Calls cost 10p per minute plus network extras.