



For the good of entertainment

ELECTRONIC COMMUNICATIONS PREFERENCE FORM

If you do not return this form within 28 days from the date of the Company's AGM circular of which this preference form forms a part, you will be deemed to have consented to publication by means of Electronic Communication, and specifically via the Company's website and you will no longer receive hard copies in the post.

Please complete the form overleaf and return to:

UK based members:
FREEPOST SAS,
Link Group, 10th Floor, Central Square,
29 Wellington Street, Leeds LS1 4DL
(Please note this is all you need to write on the envelope and no stamp is required).

Overseas members:
SAS – Link Group,
10th Floor, Central Square,
29 Wellington Street,
Leeds LS1 4DL
United Kingdom

Barcode:

Barcode:

Event code:



Entain plc (the "Company")

FORM OF INSTRUCTION – 2021 ANNUAL GENERAL MEETING

(For the use of employees of the Company and its subsidiaries holding Company shares via the Link Nominee Service)

Please complete in BLOCK CAPITALS

I/We of

having a beneficial interest in the Company's shares registered in the name of Link Market Services Trustees (Nominees) Limited (the "Nominee"), hereby instruct the Nominee at the Company's 2021 Annual General Meeting ("AGM") to be held on 25 June 2021 at 10.00 a.m. (Central European Time) and at any adjournment thereof, to vote the Company shares representing my beneficial interest as indicated below with an 'X' in respect of the following resolutions:

Please clearly mark the box below to instruct your proxy how to vote

Ordinary Resolutions

- 1. Receive the 2020 annual report
- 2. Approve the 2020 Directors' remuneration report
- 3. Re-appoint KPMG LLP as auditor
- 4. Authorise the Directors to agree the auditor's remuneration
- 5. Elect David Satz as Director
- 6. Elect Robert Hoskin as Director
- 7. Elect Stella David as Director
- 8. Elect Vicky Jarman as Director
- 9. Elect Mark Gregory as Director
- 10. Re-elect Rob Wood as a Director
- 11. Re-elect Jette Nygaard-Andersen as a Director
- 12. Re-elect J M Barry Gibson as a Director

For	Against	Withheld
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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- 13. Re-elect Peter Isola as a Director
- 14. Re-elect Pierre Bouchut as a Director
- 15. Re-elect Virginia McDowell as a Director
- 16. To approve and ratify aggregate fees paid to Non-Executive Directors
- 17. To approve an increase to the maximum number of Board members
- 18. Authorise the Directors to allot the Company's shares

For	Against	Withheld
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Special Resolutions

- 19. Approve the general disapplication of pre-emption rights
- 20. Approve the disapplication of pre-emption rights for acquisitions and other capital investment
- 21. Authorise the Directors to acquire the Company's shares

For	Against	Withheld
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Signature

Date

Entain plc (the "Company")

ELECTRONIC COMMUNICATIONS PREFERENCE FORM

Please complete in BLOCK CAPITALS

Full name of member(s):

.....

.....

Address:

.....

.....

Investor Code (if known):

(This can be found on your share certificate)

Signature

Date

Please tick ONE of the boxes below and return to Link Asset Services at the appropriate address shown overleaf.



NOTIFICATION OF AVAILABILITY

I/We would like to receive email notification when new documents and information are published by means of Electronic Communications by being made available on the Company's website. My/our email address for this purpose is provided below.

Email address:

You may, alternatively, register your email address via the share portal: www.signalshares.com

If you do not provide an email address then the Company will send you a letter notifying you that new Company documents have been published on the Company's website.



PRINTED MATERIAL

I/We would prefer to continue receiving all documents and information in paper form rather than by means of Electronic Communications via the Company's website. Please continue to send them to me/us by post.

Notes on Form of Instruction

1. The resolutions are set out in full in the 2021 AGM notice dated 18 May 2021.
2. To be valid, this Form of Instruction must be submitted to Link Group, PXS1, 10th Floor, Central Square, 29 Wellington Street, Leeds LS1 4DL United Kingdom to be received as soon as possible and in any event, so as to be received no later than 6.00 p.m. (London time) on 21 June 2021 or if the meeting is adjourned not less than 72 hours prior to the time and date set for the adjourned meeting.
3. Any alterations made to this Form of Instruction should be initialled.
4. Please indicate how you wish your votes to be cast by placing 'X' in the relevant box provided. On receipt of this form, duly signed, you will be deemed to have authorised the Nominee to vote, or to withhold its vote, as per your instructions. If you do not indicate how you wish your votes to be cast, you will be deemed to have instructed the Nominee to withhold its vote on a resolution.
5. The "vote withheld" option is provided to enable you to withhold your vote on a resolution. However, it should be noted that a withheld vote 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.
6. Where two or more valid but different Forms of Instruction are delivered in respect of the same share for use at the meeting, the one which is last validly deposited or received shall be treated as replacing and revoking the other Form of Instruction as regards that share. Which is later will be determined on the basis of which is last sent (or, if the Company is unable to determine which is last sent, last received). Instructions in the same envelope will be treated as sent and received at the same time, to minimise the number of conflicting instructions.
7. If conflicting instructions are sent or received at the same time or if the Company is unable to determine which was sent or received last in respect of (or deemed to be in respect of) an entire holding, none of them shall be treated as valid.
8. The Nominee will appoint the Chairman of the meeting as its proxy to cast your votes. The Chairman may also vote or withhold his or her vote as he or she thinks fit on any other resolution (including amendments to resolutions) which may properly come before the meeting.
9. If you wish to attend the meeting in person, then please contact Link Group, 10th Floor, Central Square, 29 Wellington Court, Leeds LS1 4DL or by email to custodymgt@linkgroup.co.uk by no later than 6.00 p.m. (London time) on 21 June 2021. **As explained in the Chairman's letter accompanying the AGM notice dated 18 May 2021, you are strongly encouraged not to attend the AGM and instead let the Nominee act as your proxy and vote your shares.**