



If you are in any doubt as to the contents of this letter or what action you should take, you are recommended to seek your own personal financial advice immediately from your stockbroker, bank manager, solicitor, accountant or other independent financial adviser authorised under the Financial Services and Markets Act 2000, if you are resident in the United Kingdom, or, if not, from another appropriately authorised independent financial adviser. If you have sold or transferred your ordinary shares in Entain plc (the “Company”), please send this document at once 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 the transferee. If you have sold or otherwise transferred only part of your holding of ordinary shares in the Company, you should retain these documents and contact the bank, stockbroker or other agent through whom the sale or transfer was effected. However, this letter should not be sent to any jurisdiction where to do so might constitute a violation of local securities laws or regulations.

22 September 2021

To shareholders and, for information only, to persons with information rights over the Company’s shares.

Dear Sir/Madam,

STATEMENT IN RESPONSE TO MEDIA SPECULATION

On 21 September 2021, the Company announced that it had received a proposal from DraftKings Inc. (**DraftKings**) to acquire the Company.

In accordance with Rule 2.11 of the City Code on Takeovers and Mergers (the **Code**), we attach a copy of the announcements made. A copy of this letter and the announcements are also available on the Company’s website at www.entaingroup.com/investor-relations/draftkings-inc-offer/.

Although this announcement has put the Company into what is known as an “offer period” for the purposes of the Code, there can be no certainty that an offer will in fact be made, nor as to the terms on which any offer might be made. You do not need to take any action at this time.

We will make further announcements when appropriate.

Please be aware that addresses, electronic addresses and certain other information provided by you for the receipt of communications from the Company (e.g. elections to receive communications in a particular form) may be provided to DraftKings during the offer period as required under Section 4 of Appendix 4 of the Code.

If you have any questions about administrative matters in connection with your Entain plc securities, please call the Company’s registrar, Link Asset Services, between 09:00 and 17:00 (London time) Monday to Friday (except UK public holidays) on 0871 664 0300* from within the UK or +44 (0)371 664 0300 if calling from outside the UK. Please note that calls may be monitored or recorded and Link Asset Services cannot provide financial, legal or tax advice or advice on the merits of any possible offer.

Yours faithfully

J M Barry Gibson
Chairman
Entain plc

Entain

Registered Office: 32 Athol Street, Douglas, Isle of Man, IM1 1JB | +44 (0)20 7184 1722
Registered number 4685V | Incorporated and Registered in Isle of Man | VAT Number 125504834
Shares Traded on London Stock Exchange entaingroup.com

Right to request hard copies

You may request a copy of the announcement referred to above and any information incorporated into it by reference to another source in hard copy form by writing to Link Asset Services, The Registry, 34 Beckenham Road, Beckenham, Kent BR3 4TU or by calling them on 0871 664 0300 from within the UK or on +44 (0)371 664 0300 if calling from outside the UK. If you have received this document in electronic form, this document will not be provided in hard copy form unless such a request is made.

Persons with information rights should contact their nominee/broker or custodian, and may not make the request through the contacts set out above.

You may also request through the contacts above or, in the case of information holders, by contacting your nominee/broker or custodian, that all future documents, announcements and information sent to you in relation to the possible offer for the Company by DraftKings should be sent to you in hard copy form.

Disclosure requirements of the Code

Under Rule 8.3(a) of the Code, any person who is interested in 1% or more of any class of relevant securities of an offeree company or of any securities exchange offeror (being any offeror other than an offeror in respect of which it has been announced that its offer is, or is likely to be, solely in cash) must make an Opening Position Disclosure following the commencement of the offer period and, if later, following the announcement in which any securities exchange offeror is first identified. An Opening Position Disclosure must contain details of the person's interests and short positions in, and rights to subscribe for, any relevant securities of each of (i) the offeree company and (ii) any securities exchange offeror(s). An Opening Position Disclosure by a person to whom Rule 8.3(a) applies must be made by no later than 3.30 pm (London time) on the 10th business day following the commencement of the offer period and, if appropriate, by no later than 3.30 pm (London time) on the 10th business day following the announcement in which any securities exchange offeror is first identified. Relevant persons who deal in the relevant securities of the offeree company or of a securities exchange offeror prior to the deadline for making an Opening Position Disclosure must instead make a Dealing Disclosure.

Under Rule 8.3(b) of the Code, any person who is, or becomes, interested in 1% or more of any class of relevant securities of the offeree company or of any securities exchange offeror must make a Dealing Disclosure if the person deals in any relevant securities of the offeree company or of any securities exchange offeror. A Dealing Disclosure must contain details of the dealing concerned and of the person's interests and short positions in, and rights to subscribe for, any relevant securities of each of (i) the offeree company and (ii) any securities exchange offeror(s), save to the extent that these details have previously been disclosed under Rule 8. A Dealing Disclosure by a person to whom Rule 8.3(b) applies must be made by no later than 3.30 pm (London time) on the business day following the date of the relevant dealing.



If two or more persons act together pursuant to an agreement or understanding, whether formal or informal, to acquire or control an interest in relevant securities of an offeree company or a securities exchange offeror, they will be deemed to be a single person for the purpose of Rule 8.3.

Opening Position Disclosures must also be made by the offeree company and by any offeror and Dealing Disclosures must also be made by the offeree company, by any offeror and by any persons acting in concert with any of them (see Rules 8.1, 8.2 and 8.4).

Details of the offeree and offeror companies in respect of whose relevant securities Opening Position Disclosures and Dealing Disclosures must be made can be found in the Disclosure Table on the Takeover Panel's website at www.thetakeoverpanel.org.uk, including details of the number of relevant securities in issue, when the offer period commenced and when any offeror was first identified. You should contact the Panel's Market Surveillance Unit on +44 (0)20 7638 0129 if you are in any doubt as to whether you are required to make an Opening Position Disclosure or a Dealing Disclosure.

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