DIVERSIFYING WILLIAM HILL

Online and William Hill Australia accounted for 36% of Group net revenue and 48% of Operating profit in 2013.

Digital-led diversification

We continue to diversify through careful expansion in selected international markets. These represented 15% of Group net revenue in 2013.

International diversification
RESILIENT RETAIL PERFORMANCE

- Underlying\(^1\) net revenues flat
- Over-the-counter staking -6%
- Gaming machine underlying\(^1\) net revenue -1%
- Operating profit\(^2\) £15m lower with £10m additional tax cost
- Code for Responsible Gambling
- 109 shops closures planned

---

1. Group, Retail and machine net revenue growth was flattered by the change from VAT and AMLD to Machine Games Duty (MGD) from 1 February 2013. Underlying growth rates were calculated based on adjusting the prior year from the date of introduction of MGD to reflect the current tax regime.

2. Operating profit is defined as pre-exceptional profit before interest and tax, before the amortisation of specifically identified intangible assets recognised on acquisitions.
CONTINUED ONLINE PROGRESS

- Net revenue +10%
- Sportsbook net revenue +28%
- Gaming net revenue -3%
- Operating profit +2% to £148m
- Mobile gaming enhancements
- Good progress in Italy and Spain
AUSTRALIA: OUR SECOND HOME MARKET

- Sportingbet acquired Mar 2013
- tomwaterhouse.com acquired Aug 2013
- One of the leading online bookmakers\(^1\)
- £87m of net revenue
- £12m of operating profit

---

1. Macquarie Research, September 2013
WILLIAM HILL US DELIVERS PROFIT

- Telephone business break-even
- William Hill US turnaround delivered £5m profit in first full year
POSITIVE 2013 PERFORMANCE

Group net revenue  £1.5bn  +16%
Operating profit  £335m  +1%  
Basic, adjusted EPS  28.8p  +6%
Dividend per share  11.6p  +12%
Q1 2014 IMPACTED BY FOOTBALL RESULTS

- Group net revenue +7%
- Operating profit -14%
- ‘Black swan’ results in weeks 2 and 12
- Benefit of mobile improvements with gaming net revenue +16%
- Strong underlying growth trends

1. Group, Retail and machine net revenue growth was flattered by the change from VAT and AMLD to Machine Games Duty (MGD) from 1 February 2013. Underlying growth rates were calculated based on adjusting the prior year from the date of introduction of MGD to reflect the current tax regime.
BOARD CHANGES

David Edmonds

Sir Roy Gardner
DELIVERING ON OUR TARGETS

Sportsbook stakes to equal OTC stakes by 2014 World Cup

Sportsbook mobile weekly average stakes of £15m a week by mid-2013

Mobile to be 40% of Sportsbook stakes by end 2013

Mobile to be 40% of Online gaming net revenue by mid-2015

<table>
<thead>
<tr>
<th>FY 2012</th>
<th>FY 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>87%</td>
<td>120%</td>
</tr>
<tr>
<td>£10.9m</td>
<td>£22.2m</td>
</tr>
<tr>
<td>26%</td>
<td>39%</td>
</tr>
<tr>
<td>6%</td>
<td>17%</td>
</tr>
</tbody>
</table>
Our market share has increased from 10% to 15% since 2009

Expected to cost £60-70m in 2015

£15-20m target cost savings

An opportunity to increase our market share further

1. GamblingData, UK online player survey 2013
Featured Events

MORPHETTVILLE
GET AN EXTRA 20% ON YOUR QUADDIE WINNINGS
SATURDAY, MAY 3
FIND OUT MORE

Next to Jump

19:39 Winnellie Park: 1 (2m 5s)

Maiden (No Sky)

<table>
<thead>
<tr>
<th>No</th>
<th>Runner</th>
<th>Win</th>
<th>Place</th>
<th>Win</th>
<th>Place</th>
<th>Best Fluc</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Kiewa Zo Jo</td>
<td>-</td>
<td>-</td>
<td>3.50</td>
<td>2.00</td>
<td>-</td>
</tr>
</tbody>
</table>

Promotions

Need Help? 1800 007 238 (Live Chat)
RESILIENT RETAIL BUSINESS

- Still the principal channel for the majority of customers
- Resilient through squeeze on discretionary spend
- 109 shops to close following announced increase in Machine Games Duty

---

1. Kantar Retail Gambling Tracker Q3 2013. 7.4 million people used Retail, Online or Mobile in the past 12 months out of a UK population aged 18+ of 47.8 million people.
Problem gambling levels in the UK are falling.

0.5% of the adult population has a propensity to have a problem with gambling.

Levels are low by international standards.
OUR CONTRIBUTION TO SOCIETY

£5bn contribution to the UK economy

100,000 full-time equivalent jobs

38,800 direct employees

£17.5m levy to UK horse racing

£863k to the Responsible Gambling Trust

£57,000 matching of colleagues’ fundraising

£42,000 to our colleagues hardship fund

1. Deloitte report – Measuring the economic contribution of the British Betting Industry (March 2013)
Resolution 1.

To receive the annual report and accounts for the 52 weeks ended 31 December 2013.

FOR 603,739,019 99.96%
AGAINST 232,178 0.04%
WITHHELD 241,937
Resolution 2.

To approve the directors’ remuneration policy for the 52 weeks ended 31 December 2013.

<table>
<thead>
<tr>
<th>FOR</th>
<th>590,046,765</th>
<th>97.72%</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGAINST</td>
<td>13,749,825</td>
<td>2.28%</td>
</tr>
<tr>
<td>WITHHELD</td>
<td>417,595</td>
<td></td>
</tr>
</tbody>
</table>

This is an ordinary resolution.
Resolution 3.

To approve the annual report on directors’ remuneration for the 52 weeks ended 31 December 2013.

FOR 592,159,592 99.27%
AGAINST 4,371,674 0.73%
WITHHELD 7,682,090
Resolution 4.

To declare a final dividend on the ordinary shares of 7.9p per share for the 52 weeks ended 31 December 2013.

FOR 603,981,006 100%
AGAINST 14,769 0.00%
WITHHELD 220,281
Resolution 5.

To elect Sir Roy Gardner as a director of the Company.

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>FOR</td>
<td>603,502,603</td>
<td>99.94%</td>
</tr>
<tr>
<td>AGAINST</td>
<td>389,138</td>
<td>0.06%</td>
</tr>
<tr>
<td>WITHELD</td>
<td>324,315</td>
<td></td>
</tr>
</tbody>
</table>
Resolution 6.

To re-elect Gareth Davis as a director of the Company.

FOR  573,760,393  95.14%
AGAINST  29,320,647  4.86%
WITHHELD  1,135,016
Resolution 7.

To re-elect Ralph Topping as a director of the Company.

<table>
<thead>
<tr>
<th>FOR</th>
<th>602,954,974</th>
<th>99.84%</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGAINST</td>
<td>962,211</td>
<td>0.16%</td>
</tr>
<tr>
<td>WITHHELD</td>
<td>298,871</td>
<td></td>
</tr>
</tbody>
</table>
Resolution 8.

To re-elect Neil Cooper as a director of the Company.

FOR 602,987,166 99.85%
AGAINST 923,991 0.15%
WITHHELD 304,899
Resolution 9.

To re-elect Georgina Harvey as a director of the Company.

<table>
<thead>
<tr>
<th></th>
<th>FOR</th>
<th>602,949,128</th>
<th>99.84%</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGAINST</td>
<td>962,004</td>
<td>0.16%</td>
<td></td>
</tr>
<tr>
<td>WITHHELD</td>
<td>304,924</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Resolution 10.

To re-elect Ashley Highfield as a director of the Company.

FOR 602,546,086 99.77%
AGAINST 1,371,477 0.23%
WITHHELD 298,493
Resolution 11.

To re-elect David Lowden as a director of the Company.

<table>
<thead>
<tr>
<th></th>
<th>FOR</th>
<th>602,664,559</th>
<th>99.79%</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGAINST</td>
<td>1,246,114</td>
<td></td>
<td>0.21%</td>
</tr>
<tr>
<td>WITHHELD</td>
<td>305,383</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Resolution 12.

To re-elect Imelda Walsh as a director of the Company.

This is an ordinary resolution

<table>
<thead>
<tr>
<th>For</th>
<th>602,557,630</th>
<th>99.78%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Against</td>
<td>1,354,875</td>
<td>0.22%</td>
</tr>
<tr>
<td>Withheld</td>
<td>303,518</td>
<td></td>
</tr>
</tbody>
</table>
Resolution 13.

To re-appoint Deloitte LLP as auditor of the Company until the conclusion of the next AGM of the Company at which the accounts are laid.

<table>
<thead>
<tr>
<th></th>
<th>FOR</th>
<th>591,575,495</th>
<th>98.11%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>AGAINST</td>
<td>11,410,733</td>
<td>1.89%</td>
</tr>
<tr>
<td></td>
<td>WITHHELD</td>
<td>1,229,795</td>
<td></td>
</tr>
</tbody>
</table>

This is an ordinary resolution.
Resolution 14.

To authorise the directors to determine the remuneration of the auditor of the Company.

FOR 602,887,308 99.83%
AGAINST 1,025,813 0.17%
WITHHELD 300,732

This is an ordinary resolution
Resolution 15.

To authorise the Company or any of its subsidiaries to make donations to political organisations and to incur political expenditure.

<table>
<thead>
<tr>
<th></th>
<th>FOR</th>
<th>600,977,791</th>
<th>99.54%</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGAINST</td>
<td>2,771,081</td>
<td>0.46%</td>
<td></td>
</tr>
<tr>
<td>WITHHELD</td>
<td>458,579</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Resolution 16.

To renew the directors’ authority to allot relevant securities to a maximum of two-thirds of the Company’s issued share capital.

FOR 519,073,151 85.96%
AGAINST 84,808,276 14.04%
WITHHELD 333,001
Resolution 17.

To authorise the directors to establish the William Hill 2014 Performance Share Plan, as set out in the Notice of Meeting.

FOR  572,122,177  97.47%
AGAINST  14,878,605  2.53%
WITHHELD  17,215,274
Resolution 18.

To authorise the directors to establish schedules to, or further share plans, based on the William Hill 2014 Performance Share Plan, as set out in the Notice of Meeting.

<table>
<thead>
<tr>
<th>FOR</th>
<th>590,864,938</th>
<th>97.86%</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGAINST</td>
<td>12,937,179</td>
<td>2.14%</td>
</tr>
<tr>
<td>WITHHELD</td>
<td>412,163</td>
<td></td>
</tr>
</tbody>
</table>
Resolution 19.

To renew the directors’ authority to disapply pre-emption rights to a maximum of 5% of the Company’s issued share capital, when allotting equity securities for cash.

<table>
<thead>
<tr>
<th></th>
<th>FOR</th>
<th>1,563,926</th>
<th>WITHHELD</th>
</tr>
</thead>
<tbody>
<tr>
<td>FOR</td>
<td>602,267,343</td>
<td>99.74%</td>
<td></td>
</tr>
<tr>
<td>AGAINST</td>
<td>1,563,926</td>
<td>0.26%</td>
<td></td>
</tr>
<tr>
<td>WITHHELD</td>
<td>376,287</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
To renew the Company’s authority to make market purchases of its own ordinary shares up to a maximum of 10% of the issued share capital.

FOR  
603,722,515  
99.96%

AGAINST  
247,331  
0.04%

WITHHELD  
245,668
Resolution 21.

That a general meeting, other than an annual general meeting, may be called at not fewer than 14 clear days’ notice.

FOR 568,216,615 94.08%
AGAINST 35,755,171 5.92%
WITHHELD 244,270
WILLIAM HILL PLC
2014 ANNUAL GENERAL MEETING

8 MAY 2014