

THE WILLIAM HILL COMMITMENT.

Colleagues

We know committed and engaged employees give the best service, encourage customer loyalty to William Hill and are the most effective team members. We believe every colleague matters, that they should work in a safe and stimulating environment and have the opportunity for development and career progression on merit, without barriers.

- We have high standards and expect every William Hill colleague to live up to our HOME principles – Hungry for Success, Outstanding Service, Making it Happen and Everyone Matters.
- We give every colleague the opportunity to perform to the best of their abilities and reward them with a competitive pay and benefits package, personalising it where possible. We enable colleagues to share in the company's success.
- We always recognise and reward great work and loyal service. We have fun at work and love celebrating success.
- We encourage colleagues to grow and develop in their career with us and invest in supporting their career aspirations. We actively promote from within and don't have a glass ceiling.
- We are focused on sustainability and succession planning for our management team.
- We are an open business and encourage honest feedback from all colleagues. We actively ask people for their views on improving the way we do things. We have an annual HOME Truths (Employee Engagement Survey) to further support this.
- The well-being of our colleagues and their families is paramount. We ensure our workplace is appropriately safe and secure, and proactively provide support for our colleagues in good times and bad.
- We foster a diverse employee population for the different perspectives and ideas that this can bring and to reflect the communities in which our colleagues serve.

Customers

William Hill stands for outstanding service and our reputation is built on our customers trusting that we will behave openly and fairly towards them. We aim to treat our customers in the way that we would, ourselves, like to be treated.

- We put our customers at the heart of what we do, providing a personal, open and fair service whether taking a bet, addressing a complaint or resolving a dispute.
- We have clear and transparent rules around our products; we make these easily available to customers and apply them consistently.
- We ensure we prevent customers gambling with us who are under the age of 18, by promoting a Think 21 policy.
- We enable customers who are concerned about their gambling activities to stop or reduce their activities with us and to seek support from credible, independent agencies.
- By investing in research, education and treatment, we seek to minimise the effects of problem gambling.
- Customer complaints are addressed quickly, fairly and openly.
- We protect customers' personal data and actively protect customers during their time in our shops.
- We prevent crime and disorder in our business.

Community

We recognise the sustainability of our business depends not only on year-to-year financial performance but also on support from a wide group of stakeholders, including the local communities in which we do business and other businesses and industries affected by ours.

- As a responsible business operating in a regulated industry, we both comply with the regulations and legal frameworks under which we operate and actively engage with our regulators to develop best practices and achieve consistently high operating standards.

- We make a significant contribution to the UK economy through tax revenues and employment, and engage with the government to ensure any changes to tax and regulation are sustainable for our industry.
- We are a large employer, particularly in the UK, and seek to sustain and create jobs wherever possible and to behave in a considerate and supportive manner when changes to our business affect colleagues or their communities.
- Our shops are a vital part of their local communities and we support colleagues who embrace that community involvement.
- We share our financial success by supporting industries and communities close to our own through sponsorship and levy arrangements, by donating to charitable causes and by supporting our colleagues' own fundraising efforts.
- We continuously strive to minimise our impact on the environment.
- We treat suppliers fairly and seek to establish productive, long-term relationships through a partnership approach with key suppliers.

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