2014: a record year

£372.2m
Record operating profit\(^1\), up 11%

40%
of net revenue from digital businesses\(^2\)

18%
of net revenue from international markets

---

1. Operating profit/loss is defined as pre-exceptional profit/loss before interest and tax, and the amortisation of specific identified intangible assets recognised on acquisitions
2. Online and William Hill Australia
Resilient Retail performance

Amounts wagered  +1%
Sports results impacted OTC gross win -5%
Gaming machine gross win +5%
Good cost control +0%
Operating profit -2%
Continued strong Online performance

Net revenue +18%
Record World Cup gross win +142%
Mobile Sportsbook net revenue +48%
Mobile gaming net revenue +117%
Operating profit +20%
Good progress in Australia

- Right-sizing the operation
- Restructuring the marketing investment
- tomwaterhouse.com synergies
- Additional horse racing payment
- Operating profit +106%
A year of record operating profit

<table>
<thead>
<tr>
<th></th>
<th>52 weeks ended 30 Dec 2014 £m</th>
<th>52 weeks ended 31 Dec 2013 £m</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net revenue</td>
<td>1,609.3</td>
<td>1,486.5</td>
<td>+8%</td>
</tr>
<tr>
<td>Operating profit</td>
<td>372.2</td>
<td>335.0</td>
<td>+11%</td>
</tr>
<tr>
<td>Basic, adjusted EPS (p)</td>
<td>29.9</td>
<td>28.8</td>
<td>+4%</td>
</tr>
<tr>
<td>Dividend per share (p)</td>
<td>12.2</td>
<td>11.6</td>
<td>+5%</td>
</tr>
</tbody>
</table>
James Henderson
Chief Executive Officer
Our strategy

OMNI-CHANNEL
INTERNATIONAL
TECHNOLOGY

Increased diversification

Italy Sportsbook market share

- Bet365: 28%
- Lottomatica: 10%
- Paddy Power: 7%
- Sisal: 8%
- Bwin: 8%
- Eurobet: 9%
- William Hill: 9%
- Others: 14%
Omni-channel

54% of Online's regular customers regularly bet in LBOs

34% of Retail's regular customers regularly bet online

More consistent experience

Product

Technology
**International**

**Italy Sportsbook market share**¹

- **Bet365**: 28%
- **Lottomatica**: 10%
- **Sisal**: 8%
- **Paddy Power**: 7%
- **Bwin**: 8%
- **Others**: 14%

**Spain Sportsbook market share**²

- **Bet365**: 46%
- **Lottomatica**: 10%
- **Eurobet**: 9%
- **William Hill**: 9%
- **Bwin**: 8%
- **Sisal**: 8%
- **Paddy Power**: 7%
- **Others**: 14%

**Italy and Spain**
- Growing market share
- Italy net revenue +39%
- Spain net revenue +64%

**William Hill US**
- Loss-making in 2012 to c£10m profit in 2014
- 40% of turnover from mobile
- 56% of Nevada sports books

**William Hill Australia**
- New CEO and leadership team
- Improving user experience and product range
- Reshaping the client base
- Rebranding as William Hill

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¹ Source: AAMS
² Source: Company estimates
Technology

Increasing proportion of internal development spend

Project Trafalgar – control of front-end and responsive design

Bonus engine for Vegas and Live Casino
Substantial progress on responsible gambling

- ABB Code
  - Launched: October 2014

- Advertising reviews
  - Research published: December 2014

- ‘Set Your Limits’

- £50 journey
  - GambleAware Week: January 2015
<table>
<thead>
<tr>
<th>Odds</th>
<th>Party Combination</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/9</td>
<td>Hung Parliament</td>
</tr>
<tr>
<td>7/4</td>
<td>Labour</td>
</tr>
<tr>
<td>7/2</td>
<td>Conservatives-Liberal Democrat coalition</td>
</tr>
<tr>
<td>4/1</td>
<td>Conservative minority government</td>
</tr>
<tr>
<td>6/1</td>
<td>Conservative majority</td>
</tr>
<tr>
<td>8/1</td>
<td>Coalition involving SNP</td>
</tr>
<tr>
<td>8/1</td>
<td>Labour-Liberal Democrat coalition</td>
</tr>
<tr>
<td>25/1</td>
<td>Coalition involving DUP</td>
</tr>
<tr>
<td>28/1</td>
<td>Labour majority</td>
</tr>
<tr>
<td>33/1</td>
<td>Conservative-Labour coalition</td>
</tr>
<tr>
<td>50/1</td>
<td>Coalition involving Greens</td>
</tr>
</tbody>
</table>
Questions
AGM resolutions
Resolution 1

To receive the annual report and accounts for the 52 weeks ended 30 December 2014.

<table>
<thead>
<tr>
<th></th>
<th>FOR</th>
<th>99.92%</th>
<th>AGAINST</th>
<th>0.08%</th>
<th>WITHHELD</th>
<th>285,685</th>
</tr>
</thead>
</table>

This is an ordinary resolution
Resolution 2

To approve the annual report on remuneration for the 52 weeks ended 30 December 2014.

FOR 586,568,233 99.56%
AGAINST 2,570,863 0.44%
WITHHELD 4,551,802
Resolution 3

To declare a final dividend on the ordinary shares of 8.2p per share for the 52 weeks ended 30 December 2014.

FOR 593,133,516 99.98%
AGAINST 138,403 0.02%
WITHHELD 423,001
Resolution 4

To elect James Henderson as a director of the Company.

<table>
<thead>
<tr>
<th></th>
<th>FOR</th>
<th>AGAINST</th>
<th>WITHHELD</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>589,132,985</td>
<td>4,259,953</td>
<td>301,983</td>
</tr>
<tr>
<td></td>
<td>99.28%</td>
<td>0.72%</td>
<td></td>
</tr>
</tbody>
</table>

This is an ordinary resolution.
Resolution 5

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

<table>
<thead>
<tr>
<th></th>
<th>FOR</th>
<th>579,932,095</th>
<th>97.90%</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGAINST</td>
<td>12,469,895</td>
<td>2.10%</td>
<td></td>
</tr>
<tr>
<td>WITHHELD</td>
<td>1,292,930</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

This is an ordinary resolution
Resolution 6

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

FOR  588,973,680  99.26%
AGAINST  4,416,951  0.74%
WITHHELD  304,289
Resolution 7

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

FOR 588,722,806  99.21%
AGAINST 4,665,500  0.79%
WITHHELD 306,615
Resolution 8

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

FOR 589,134,460 99.28%
AGAINST 4,263,925 0.72%
WITHHELD 296,536
Resolution 9

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

For 588,745,998 99.22%
Against 4,639,479 0.78%
Withheld 309,444
Resolution 10

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

<table>
<thead>
<tr>
<th></th>
<th>FOR</th>
<th>AGAInst</th>
<th>WITHHELD</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>588,769,053</td>
<td>4,630,904</td>
<td>294,964</td>
</tr>
<tr>
<td></td>
<td>99.22%</td>
<td>0.78%</td>
<td></td>
</tr>
</tbody>
</table>

This is an ordinary resolution
Resolution 11

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

<table>
<thead>
<tr>
<th></th>
<th>FOR</th>
<th>AGAINST</th>
<th>WITHHELD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Votes</td>
<td>588,605,382</td>
<td>4,683,415</td>
<td>404,496</td>
</tr>
<tr>
<td>%</td>
<td>99.21%</td>
<td>0.79%</td>
<td></td>
</tr>
</tbody>
</table>

This is an ordinary resolution.
Resolution 12

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.

FOR  585,571,595  98.68%
AGAINST  7,852,502  1.32%
WITHHELD  270,823
Resolution 13

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

FOR 591,177,430  99.62%
AGAINST 2,258,283  0.38%
WITHHELD 257,037
Resolution 14

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>AGAINST</th>
<th>WITHHELD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Num</td>
<td>589,673,761</td>
<td>3,613,263</td>
<td>406,786</td>
</tr>
<tr>
<td>%</td>
<td>99.39%</td>
<td>0.61%</td>
<td></td>
</tr>
</tbody>
</table>
Resolution 15

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

<table>
<thead>
<tr>
<th></th>
<th>FOR</th>
<th>538,557,322</th>
<th>90.78%</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGAINST</td>
<td>54,698,350</td>
<td>9.22%</td>
<td></td>
</tr>
<tr>
<td>WITHHELD</td>
<td>439,249</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Resolution 16

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>AGAINST</th>
<th>WITHHELD</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>592,768,349</td>
<td>560,980</td>
<td>365,592</td>
</tr>
<tr>
<td></td>
<td>99.91%</td>
<td>0.09%</td>
<td></td>
</tr>
</tbody>
</table>
Resolution 17

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 593,206,368 99.97%
AGAINST 204,550 0.03%
WITHHELD 283,983
Resolution 18

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

<table>
<thead>
<tr>
<th></th>
<th>FOR</th>
<th>550,286,163</th>
<th>92.73%</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGAINST</td>
<td></td>
<td>43,148,236</td>
<td>7.27%</td>
</tr>
<tr>
<td>WITHHELD</td>
<td></td>
<td>260,522</td>
<td></td>
</tr>
</tbody>
</table>