

FORM OF DIRECTION

Barcode:

Investor Code:

Event code:

Form of Direction for use by Employee Shareholders or holders within the 888 Holdings PLC Nominee facilities in relation to the General Meeting to be held on 16 May 2022.

Barcode:

Before completing this form, please read the explanatory notes below.

Capitalised terms not otherwise defined are references to those terms as defined in the combined circular and prospectus sent to shareholders of 888 Holdings PLC dated 29 April 2022.

I/We, being (a) holder(s) of interests in securities of 888 Holdings Public Limited Company via the 888 Holdings Nominee Schemes hereby direct Link Market Services Trustees Limited (see note (b)) to vote in proportion to my/our Holding at the GENERAL MEETING at the offices of Hudson Sandler LLP at 25 Charterhouse Square, London EC1M 6AE, United Kingdom on 16 May 2022 at 10.00 a.m. (UK time) (11.00 a.m. (Gibraltar time)) and at any adjournment thereof as shown below (see notes (b), (c) and (j)).

Signature (see notes (d) and (e))

Date

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RESOLUTION

Please mark 'X' in the appropriate spaces to indicate how you wish to vote

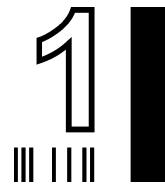
1. THAT the Proposed Acquisition under and on the terms set out in the Sale and Purchase Agreement be and is hereby approved and the Directors (or a committee of the Directors) be and are hereby authorised to waive, amend, vary or extend any of the terms of the Sale and Purchase Agreement (provided that any such waivers, amendments, variations or extensions are not of a material nature) and to do all things as they may consider to be necessary or desirable to implement and give effect to, or otherwise in connection with, the Proposed Acquisition and any matters incidental to the Proposed Acquisition

For Against Vote Withheld

Notes

- (a) To be valid this Form of Direction, together with any power of attorney or other authority under which it is signed, or a notarially certified copy of such power or authority, must be deposited at Link Group, PXS 1, Central Square, 29 Wellington Street, Leeds, LS1 4DL in person or by post no later than 10.00 a.m. (UK time) (11.00 a.m. (Gibraltar time)) on 11 May 2022.
- (b) Neither Link Market Services Trustees Limited nor its appointed custodian will exercise voting rights in the absence of express instructions from the registered participant within the 888 Holdings PLC Nominee schemes.
- (c) Please indicate with an "X" how you wish Link Market Services Trustees Limited to vote the Shares underlying your Nominee holding. A vote withheld is not a vote in law, which means that the vote will not be counted in the calculation of the proportion of votes for or against the resolution.
- (d) In the case of a corporation, this Form of Direction must be executed under its common seal or under the hand of an officer or attorney duly authorised whose capacity should be stated.
- (e) In the case of joint holders, this Form of Direction may be signed by any one of such holders, but the vote of the senior who tenders a vote shall be accepted to the exclusion of the vote(s) of the other joint holder(s). For this purpose seniority shall be determined by the order in which the names appear in the Nominee register.
- (f) This form is issued only to the addressee(s) and is specific to the class of security and the unique designated account printed hereon. This personalised form is not transferable between different (i) account holders; (ii) classes of security; or (iii) uniquely designated accounts. The Company and Link Market Services Trustees Limited accept no liability for any instruction that does not comply with these conditions.
- (g) Resolution 1 is proposed as an ordinary resolution
- (h) You are invited to submit any questions in respect of the business of the Meeting for the Board to consider. Questions may be submitted in advance or during the Meeting over the Investor Meet Company platform (<https://www.investormeetcompany.com/888-holdings-plc/register-investor>) following registration, and the Board will aim to respond to any such questions relevant to the business of the Meeting. No answer need be given by the Company to any question if (a) to do so would interfere unduly with the preparation for the Meeting or involve the disclosure of confidential information, or (b) the answer has already been given on a website in the form of an answer to a question, or (c) it is undesirable in the interests of the Company or the good order of the Meeting that the question be answered.
- (i) Link Market Services Trustees Limited will appoint the Chairman of the meeting as its proxy to cast your votes. The Chairman may also vote or abstain from voting as he or she thinks fit on any other business (including amendments to resolutions) which may properly come before the meeting.
- (j) 888 Holdings PLC Nominee Scheme participants may cast their votes electronically by logging on to <https://www.signalshares.com> and following the instructions given on the website. Such participants will need to register first before using this internet voting facility and will be asked to agree to certain terms and conditions.

Business Reply Plus
Licence Number
RUCA-ESGL-RSXY



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