

WILLIAM HILL PLC 2014 ANNUAL GENERAL MEETING

8 MAY 2014



DIVERSIFYING WILLIAM HILL



48%

**Digital-led
diversification**

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



15%

**International
diversification**

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

RESILIENT RETAIL PERFORMANCE



- Underlying¹ net revenues flat
- Over-the-counter staking -6%
- Gaming machine underlying¹ net revenue -1%
- Operating profit² £15m lower with £10m additional tax cost
- Code for Responsible Gambling
- 109 shops closures planned

1. Group, Reetail 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.

3 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 bookmakers¹
- £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

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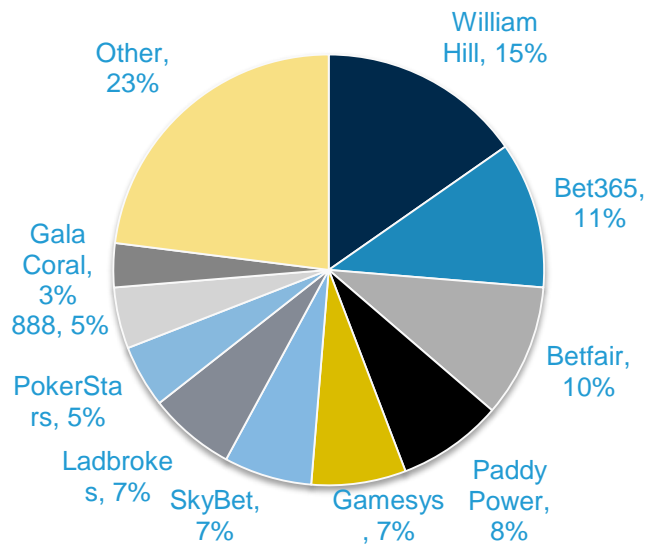


DELIVERING ON OUR TARGETS

	FY 2012	FY 2013
Sportsbook stakes to equal OTC stakes by 2014 World Cup	→ 87%	120%
Sportsbook mobile weekly average stakes of £15m a week by mid-2013	→ £10.9m	£22.2m
Mobile to be 40% of Sportsbook stakes by end 2013	→ 26%	39%
Mobile to be 40% of Online gaming net revenue by mid-2015	→ 6%	17%

WELL-POSITIONED AHEAD OF THE POINT OF CONSUMPTION TAX

William Hill is no.1 in the UK with 15% market share¹



- 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

On TV Today (AEST)

All Sports

5:30 pm Super Rugby - Blues v Reds
Fox Sports 2 HD

7:30 pm Super Rugby - Rebels v Sharks
Fox Sports 2 HD

7:40 pm Trans Tasman Test - Australia v New Zealand
Channel Nine

7:50 pm AFL - Carlton v Collingwood
Fox Footy/7mate

Bet Slip

Pending Bets

Live Scores

Featured

Live Betting

Promotions

Results

Next to Jump

Winnellie Park: 1 (2m 5s) Geelong: 4 (3m 5s) NZ Hatrick: 12 (5m 5s) Melton: 6 (7m 5s)

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

Maiden (No Sky)

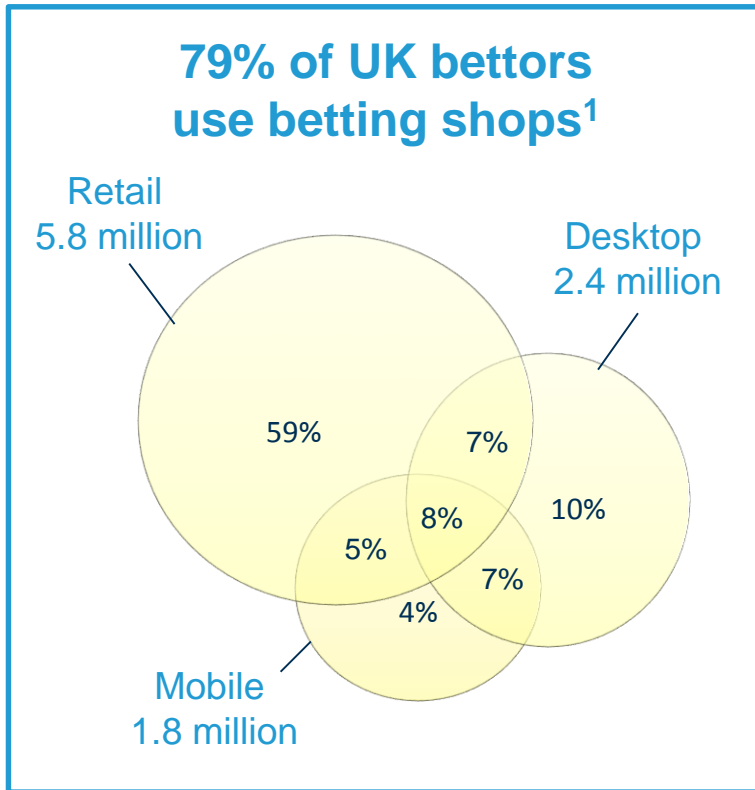
GOOD

No (BR)	Runner Trainer	- Fixed -				Best Fluc
		Win	Place	Win	Place	
1	Kiewa Zo Jo 753 J Cochrane (1)	-	-	3.50	2.00	-

Need Help? 1800 007 238 (Live Chat)

Promotions

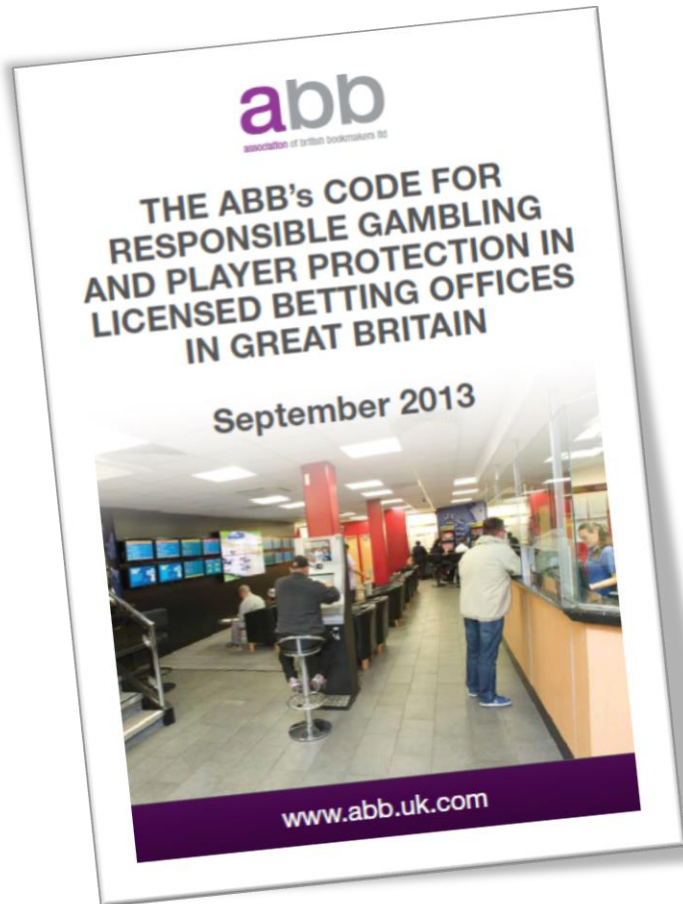
RESILIENT RETAIL BUSINESS



- 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.

ENCOURAGING RESPONSIBLE GAMBLING



- 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 ¹
100,000	full-time equivalent jobs ¹
38,800	direct employees ¹
£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)

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Resolution 1.

This is an
ordinary
resolution

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.

This is an
ordinary
resolution

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

FOR	590,046,765	97.72%
AGAINST	13,749,825	2.28%
WITHHELD	417,595	

Resolution 3.

This is an
ordinary
resolution

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.

This is an
ordinary
resolution

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.

This is an
ordinary
resolution

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

FOR	603,502,603	99.94%
AGAINST	389,138	0.06%
WITHHELD	324,315	

Resolution 6.

This is an ordinary resolution

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.

This is an
ordinary
resolution

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

FOR	602,954,974	99.84%
AGAINST	962,211	0.16%
WITHHELD	298,871	

Resolution 8.

This is an
ordinary
resolution

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.

This is an
ordinary
resolution

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

FOR	602,949,128	99.84%
AGAINST	962,004	0.16%
WITHHELD	304,924	

Resolution 10.

This is an
ordinary
resolution

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.

This is an
ordinary
resolution

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

FOR	602,664,559	99.79%
AGAINST	1,246,114	0.21%
WITHHELD	305,383	

Resolution 12.

This is an
ordinary
resolution

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

FOR	602,557,630	99.78%
AGAINST	1,354,875	0.22%
WITHHELD	303,518	

Resolution 13.

This is an
ordinary
resolution

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	591,575,495	98.11%
AGAINST	11,410,733	1.89%
WITHHELD	1,229,795	

Resolution 14.

This is an
ordinary
resolution

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	

Resolution 15.

This is an
ordinary
resolution

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

FOR	600,977,791	99.54%
AGAINST	2,771,081	0.46%
WITHHELD	458,579	

Resolution 16.

This is an
ordinary
resolution

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.

This is an
ordinary
resolution

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.

This is an
ordinary
resolution

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.

FOR	590,864,938	97.86%
AGAINST	12,937,179	2.14%
WITHHELD	412,163	

Resolution 19.

This is a
special
resolution

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.

FOR	602,267,343	99.74%
AGAINST	1,563,926	0.26%
WITHHELD	376,287	

Resolution 20.

This is a
special
resolution

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.

This is a
special
resolution

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	

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