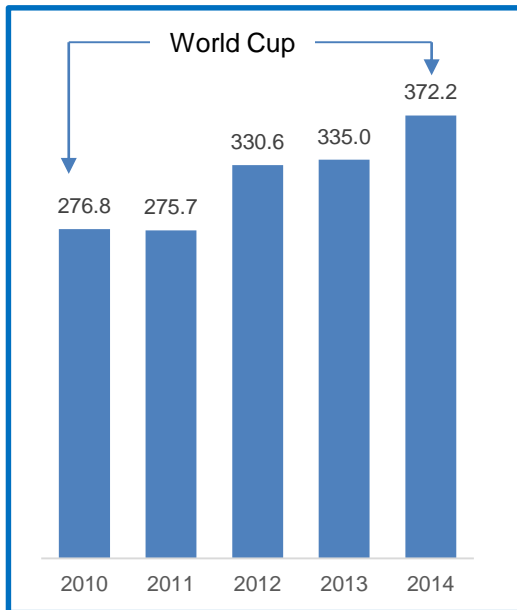




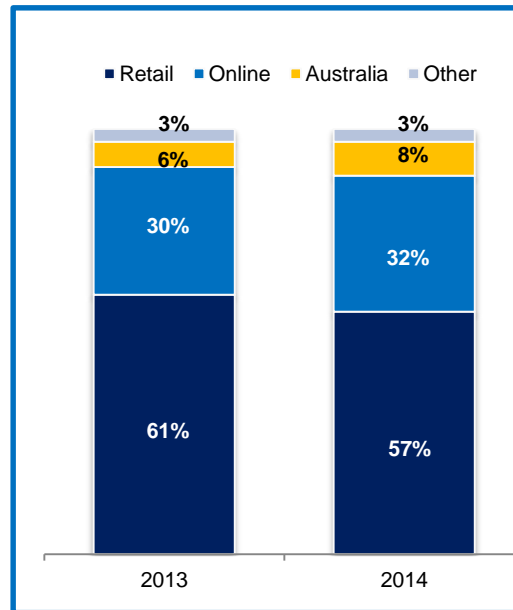
William Hill PLC
13th Annual General Meeting
7 May 2015

2014: a record year



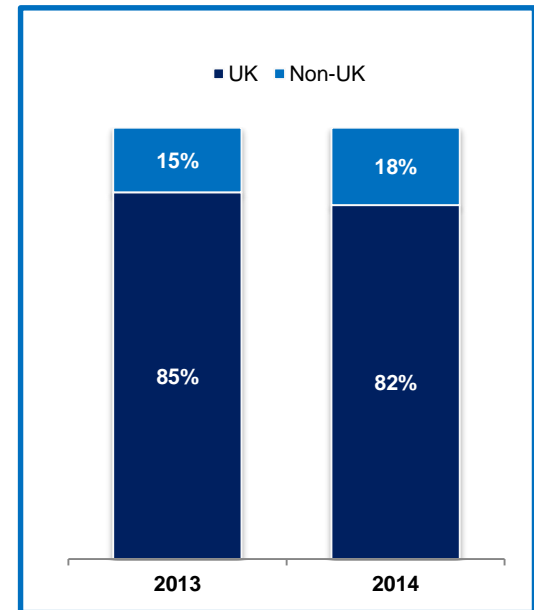
£372.2m

Record operating profit¹, up 11%



40%

of net revenue from digital businesses²



18%

of net revenue from international markets

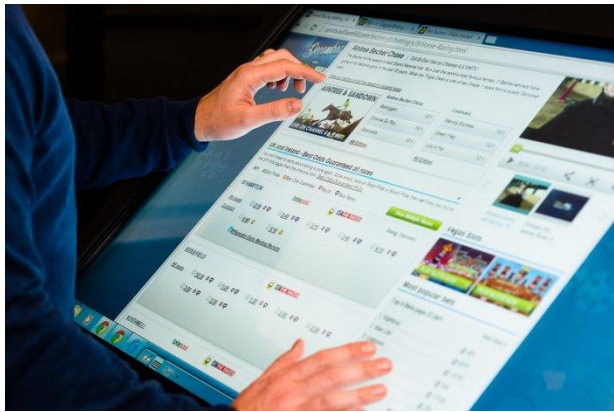
1. Operating profit/loss is defined as pre-exceptional profit/loss before interest and tax, and the amortisation of specific identified intangible assets recognised on acquisitions
2. Online and William Hill Australia

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

The screenshot shows the William Hill website interface. At the top, there's a navigation bar with the William Hill logo and various sports categories. Below that, there's a 'Featured Events' section with a large banner for 'CLICK TO CALL FASTEST LIVE BETTING IN AUSTRALIA'. The main content area displays a 'Next to Jump' section with a table of race results and odds. The table has columns for 'No.', 'Horse', 'Jockey', 'Trainer', 'Odds', 'Place', 'Win', 'Place', 'SP', and 'SP'. The data is as follows:

No.	Horse	Jockey	Trainer	Odds	Place	Win	Place	SP	SP
2(4)	Mister MacIntosh	L. Moore	R. J. Hodges	3.20	1.70	-	-	-	SP
4(0)	Freddy With A Y	S. Bates	G. L. Moore	3.20	1.70	-	-	-	SP
1(1)	Sarango	H. Hughes	M. S. Saunders	6.00	2.80	-	-	-	SP

A close-up of the banner from the screenshot, featuring a mouse cursor icon pointing to the text 'CLICK TO CALL' in large, bold, yellow and white letters. Below it, the text 'FASTEST LIVE BETTING IN AUSTRALIA' is written in white on a yellow background.

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

A year of record operating profit

	52 weeks ended 30 Dec 2014 £m	52 weeks ended 31 Dec 2013 £m	% Change
Net revenue	1,609.3	1,486.5	+8%
Operating profit	372.2	335.0	+11%
Basic, adjusted EPS (p)	29.9	28.8	+4%
Dividend per share (p)	12.2	11.6	+5%

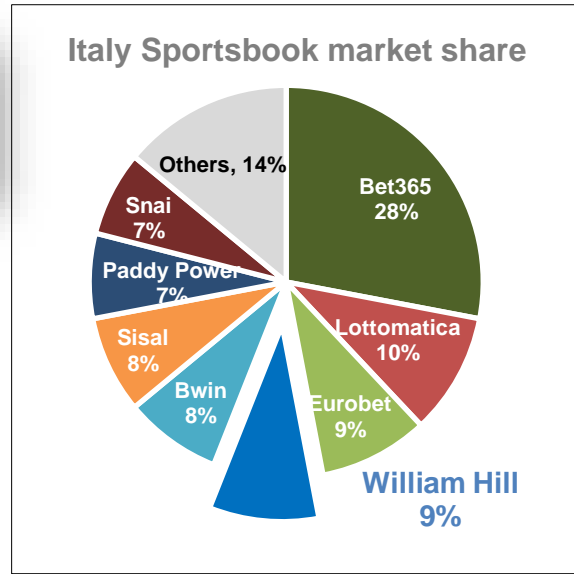


James Henderson
Chief Executive Officer

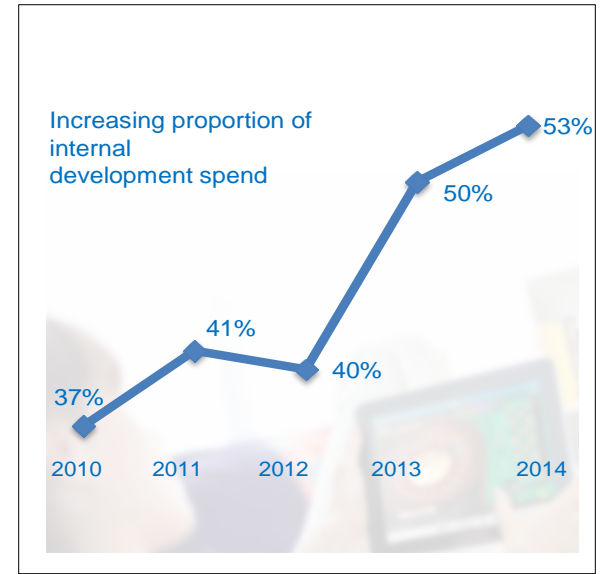
Our strategy



OMNI-CHANNEL



INTERNATIONAL



TECHNOLOGY

Increased diversification

Omni-channel

RETAIL

DESKTOP

MOBILE

54%

of Online's regular customers regularly bet in LBOs



34%

of Retail's regular customers regularly bet online

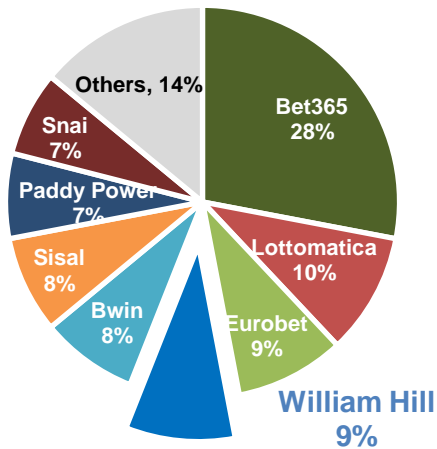
More consistent experience

Product

Technology

International

Italy Sportsbook market share¹



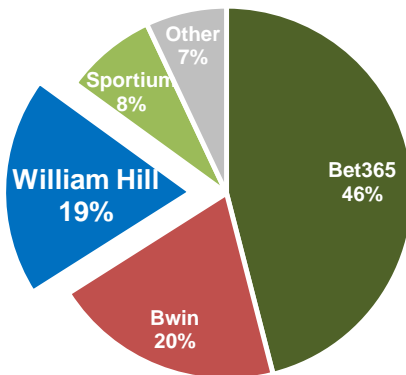
Italy and Spain

- 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

Spain Sportsbook market share²

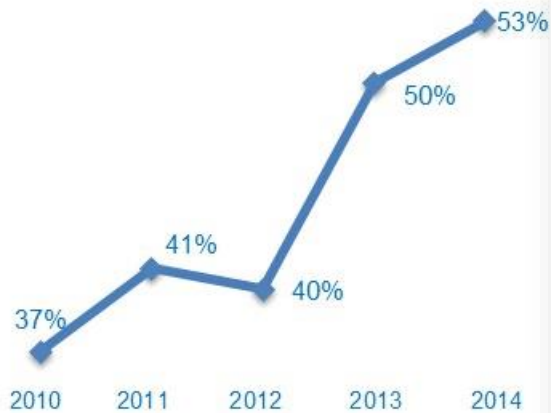


William Hill Australia

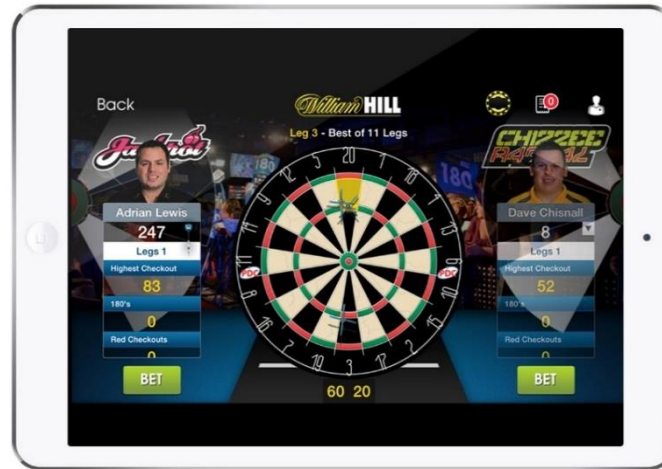
- New CEO and leadership team
- Improving user experience and product range
- Reshaping the client base
- Rebranding as William Hill

Technology

Increasing proportion of internal development spend



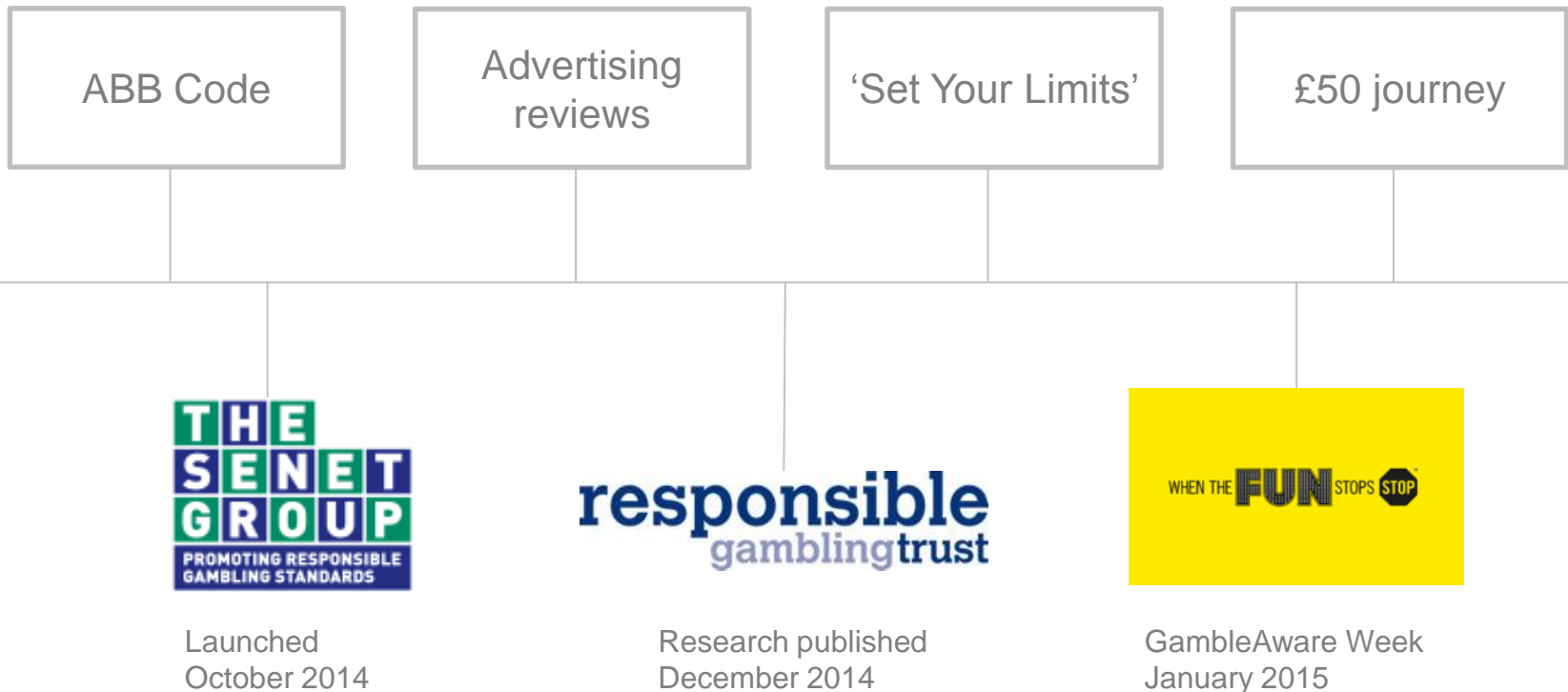
Project Trafalgar – control of front-end and responsive design
















Bonus engine for Vegas and Live Casino



Substantial progress on responsible gambling



1/9		Hung Parliament
7/4		Labour minority government
7/2	 	Conservative-Liberal Democrat coalition
4/1		Conservative minority government
6/1		Conservative majority
8/1		Coalition involving SNP
8/1	 	Labour-Liberal Democrat coalition
25/1		Coalition involving DUP
28/1		Labour majority
33/1	 	Conservative-Labour coalition
50/1		Coalition involving Greens



Questions

AGM resolutions



Resolution 1

This is an
ordinary
resolution

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

FOR	592,906,072	99.92%
AGAINST	497,551	0.08%
WITHHELD	285,685	

Resolution 2

This is an
ordinary
resolution

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

This is an
ordinary
resolution

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

This is an ordinary resolution

To elect James Henderson as a director of the Company.

FOR	589,132,985	99.28%
AGAINST	4,259,953	0.72%
WITHHELD	301,983	

Resolution 5

This is an ordinary resolution

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

FOR	579,932,095	97.90%
AGAINST	12,469,895	2.10%
WITHHELD	1,292,930	

Resolution 6

This is an
ordinary
resolution

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

This is an
ordinary
resolution

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

This is an
ordinary
resolution

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

This is an
ordinary
resolution

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

This is an ordinary resolution

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

FOR	588,769,053	99.22%
AGAINST	4,630,904	0.78%
WITHHELD	294,964	

Resolution 11

This is an
ordinary
resolution

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

FOR	588,605,382	99.21%
AGAINST	4,683,415	0.79%
WITHHELD	404,496	

Resolution 12

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

Resolution 13

This is an ordinary resolution

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

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	589,673,761	99.39%
AGAINST	3,613,263	0.61%
WITHHELD	406,786	

Resolution 15

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	538,557,322	90.78%
AGAINST	54,698,350	9.22%
WITHHELD	439,249	

Resolution 16

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	592,768,349	99.91%
AGAINST	560,980	0.09%
WITHHELD	365,592	

Resolution 17

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

Resolution 18

This is a
special
resolution

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

FOR	550,286,163	92.73%
AGAINST	43,148,236	7.27%
WITHHELD	260,522	



William Hill PLC
13th Annual General Meeting
7 May 2015