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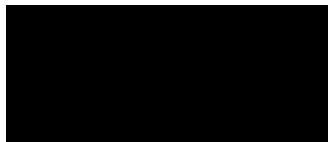
The Directors
Dignity plc
4 King Edwards Court
King Edwards Square
Sutton Coldfield
B73 6AP

14 February 2023

Dear Sirs/Madams

We hereby give our consent to the publication in the Offer Document dated 14 February 2023, issued by Yellow (SPC) Bidco Limited (the "Acquirer"), of our letter relating to the profit estimate made by the directors of Dignity plc for the 52 weeks ended 30 December 2022 in the form and context in which it is included, as shown in the enclosed proof of the Offer Document which we have signed for identification.

Yours faithfully



Ernst & Young LLP