



Dignity plc  
4 King Edwards Court  
Sutton Coldfield  
West Midlands  
B73 6AP

17 February 2023

Dear Sirs,

**Recommended cash acquisition of Dignity plc (“Dignity”) by Yellow (SPC) Bidco Limited (the “Offer”)**

We refer to the letters (the “**Rule 15 Letters**”) to be sent on or around the date hereof to the holders of share options and awards, in connection with the Offer, under the following share schemes operated by Dignity:

1. the Dignity Sharesave Plan 2016;
2. the Dignity Long Term Incentive Plan 2013;
3. the Dignity Long Term Incentive Plan 2019; and
4. the Dignity Deferred Annual Bonus Share Plan 2016.

We have given and not withdrawn our consent to the inclusion of references to our name in each of the Rule 15 Letters, in each case in the form and context in which it appears.

We hereby also consent to this letter being made available for inspection.

Yours very truly

For and on behalf of  
N.M. Rothschild & Sons Limited

