

**Dignity plc**

4 King Edwards Court  
King Edwards Square  
Sutton Coldfield  
West Midlands  
B&3 6AP

14 April 2023

Dear Sirs,

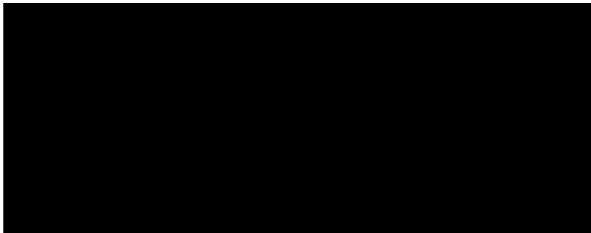
**Dignity plc (the “Company”)**

Mandatory Cash Offer by Yellow (SPC) Bidco Limited (“Bidco”), a newly formed indirect wholly-owned subsidiary of Valderrama Limited (“Valderrama”), a joint venture between SPWOne V Limited (“SPWOne”) and Castelnau Group Limited (“Castelnau”, whose discretionary investment manager is Phoenix Asset Management Partners Limited (“PAMP”, and together with SPWOne and Castelnau, the “Consortium”)) for Dignity plc (the “Mandatory Offer”).

*Unless expressly stated otherwise, all capitalised terms have the same meaning as given to them in the Rule 9 Announcement (as defined below).*

We refer to the announcement to be published by Bidco on or around the date of this letter in accordance with Rule 9 of the City Code on Takeovers and Mergers in connection with the Mandatory Offer (“Rule 9 Announcement”). We hereby consent to the inclusion in the Rule 9 Announcement of the references to our name in the form and context in which they appear.

Yours faithfully



**For and on behalf of Investec Bank plc**