



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

14 April 2023

Dear Sirs,

Mandatory cash offer for Dignity plc (“Dignity”) by Yellow (SPC) Bidco Limited (the “Offer”)

We refer to the announcement to be made by Yellow (SPC) Bidco Limited relating to the Offer pursuant to Rule 9 of the City Code on Takeovers and Mergers on or around the date hereof (the **“Mandatory Offer Announcement”**).

We have given and not withdrawn our consent to the inclusion of references to our name in the Mandatory Offer Announcement in each case in the form and context in which it appears.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

