



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

23 January 2023

Dear Sirs,

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

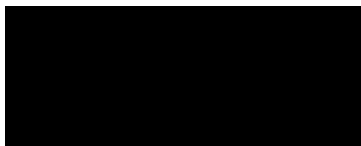
We refer to the announcement that is to be issued on or around the date hereof in connection with the Offer (the “**Rule 2.7 Announcement**”).

In accordance with Rule 23.2 of the City Code on Takeovers and Mergers, we have given and not withdrawn our consent to the inclusion of references to our name in the Rule 2.7 Announcement in each case in the form and context in which it appears.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



Majid Ishaq