

THIS DOCUMENT IS IMPORTANT AND REQUIRES YOUR IMMEDIATE ATTENTION. It should be read in conjunction with the accompanying Offer Document, and with the Castelnau Prospectus dated 1 February 2023 relating to the New Castelnau Placing Shares and New Castelnau Consideration Shares (which is available to view, subject to certain restrictions, on www.castelnaugroup.com). If you are in any doubt about the action you should take, you should consult your stockbroker, bank manager, solicitor, accountant or an independent financial adviser duly authorised under the Financial Services and Markets Act 2000 (as amended) (if you are located in the United Kingdom) or an appropriately authorised independent financial adviser (if you are located outside the United Kingdom).

Unless the context otherwise requires, the definitions used in the Offer Document shall also apply to this Form of Acceptance. Before accepting the Offer or making an election for an Alternative Offer, please read the applicable terms and conditions, which are set out in the Offer Document, and which are incorporated into and form part of this Form of Acceptance.

This Form of Acceptance is personalised. If you have recently purchased or otherwise acquired Dignity Shares and, notwithstanding the instructions set out below, you receive this Form of Acceptance following the transfer of such shares, you should note that this Form of Acceptance cannot be used for the purpose of accepting the Offer or making an election for an Alternative Offer. Please contact Link Group, as the Receiving Agent, on the telephone number below to obtain a replacement Form of Acceptance, which may be used by you to accept the Offer and make an Alternative Offers Election.

If you have sold or otherwise transferred all of your Dignity Shares, please send the Offer Document, together with the accompanying reply-paid envelope (for use in the United Kingdom only), but not the personalised Form of Acceptance, at once to the purchaser or transferee or to the stockbroker, bank or other agent through whom the sale or transfer was effected, for delivery to the purchaser or transferee. If you have sold or otherwise transferred some (but not all) of your Dignity Shares, you should retain these documents and consult the stockbroker, bank or other agent through whom the sale or transfer was effected.

The release, publication or distribution of the Offer Document, this Form of Acceptance and/or the Castelnau Prospectus and any accompanying document (in whole or in part) in or into jurisdictions other than the United Kingdom may be restricted by law and therefore any persons who are subject to the laws of any jurisdiction other than the United Kingdom should inform themselves about, and observe, any applicable legal or regulatory requirements. In particular, the ability of persons who are not resident in the United Kingdom to accept the Offer or to execute and deliver this Form of Acceptance may be affected by the laws of the relevant jurisdictions in which they are located. Any failure to comply with the applicable restrictions may constitute a violation of the securities laws of any such jurisdiction. To the fullest extent permitted by applicable law, the companies and persons involved in the Acquisition disclaim any responsibility or liability for the violation of such restrictions by any person.

Unless otherwise determined by Bidco or required by the Takeover Code, and permitted by applicable law and regulation, neither the Listed Share Alternative nor the Unlisted Share Alternative are being made available, directly or indirectly, in, into or from a Restricted Jurisdiction and no Dignity Shareholder may make an Alternative Offers Election by any use, means or instrumentality (including facsimile, e-mail or other electronic transmission or telephone) of interstate or foreign commerce of, or of any facility of, a national, state or other securities exchange of a Restricted Jurisdiction. In addition, unless otherwise determined by Bidco or required by the Takeover Code, the Listed Share Alternative is not being made available to any Dignity Shareholder whose registered address is in an EEA Member State.

FORM OF ACCEPTANCE AND ELECTION FOR THE ALTERNATIVE OFFERS

in respect of the offer by

YELLOW (SPC) BIDCO LIMITED

for

DIGNITY PLC

to be implemented by way of a takeover offer within the meaning of Part 28 of the Companies Act 2006

ACTION TO BE TAKEN

Before completing this Form of Acceptance, please read carefully the Offer Document (and in particular Appendix A to the Offer Document), the terms of which are incorporated into, and form part of, this Form of Acceptance.

- If you hold all of your Dignity Shares in certificated form and you wish to accept the Offer, you should complete and return this Form of Acceptance, together with your valid share certificate(s) and/or other document(s) of title, in the reply-paid envelope provided or return it by post or (during normal business hours only) by hand to Link Group, Corporate Actions, 10th Floor, Central Square, 29 Wellington Street, Leeds LS1 4DL **as soon as possible and in any event so as to be received by no later than 1.00 p.m. on the Unconditional Date.** A reply-paid envelope is enclosed for your convenience for use in the United Kingdom only. No acknowledgement of receipt of documents will be given and documents will be sent at your own risk.
- **If you hold all of your Dignity Shares in uncertificated form (that is, in CREST) you should not complete this Form of Acceptance, but take the action set out in paragraph 13.2 of Part II of the Offer Document.**
- If you hold Dignity Shares in both certificated and uncertificated form (that is, in CREST), you should complete a Form of Acceptance in respect of your certificated holding only and make an Electronic Acceptance in respect of your holding in uncertificated form. Similarly, you should make a separate Electronic Acceptance for Dignity Shares held in uncertificated form but under a different member account ID, and complete a separate Form of Acceptance for Dignity Shares held in certificated form but under a different designation.
- If your share certificate(s) and/or other document(s) of title is/are not readily available or is/are lost, please contact Dignity's registrar, Equiniti Limited, for a letter of indemnity, using the contact details given in Note 7 on page 4 of this Form of Acceptance.

If your Dignity Shares are held in certificated form and your share certificate(s) and/or other document(s) of title is/are not readily available or is/are lost, you should nevertheless complete, sign and return this Form of Acceptance as stated above, together with any share certificate(s) and/or other document(s) of title which you may have available, so as to be received by Link Group **as soon as possible and in any event by no later than 1.00 p.m. on the Unconditional Date**, and any share certificate(s) and/or other document(s) of title obtained subsequently (or a letter of indemnity in a form provided by Dignity's registrar, Equiniti Limited) should be lodged with Link Group as soon as they become available thereafter. Please refer to Note 7 on page 4 of this Form of Acceptance for the contact details of Equiniti Limited.

If you are in any doubt as to how to complete this Form of Acceptance, or if you need additional copies, please contact Link Group on +44 (0)371 664 0321. Calls from within the United Kingdom are charged at the standard geographic rate and will vary by provider. Calls from outside the United Kingdom will be charged at the applicable international rate. The helpline is open between 9.00 a.m. – 5.30 p.m., Monday to Friday (excluding public holidays in England and Wales). Please note that Link Group cannot provide any financial, legal or tax advice and calls may be recorded and monitored for security and training purposes.

ALL REFERENCES TO TIME IN THIS FORM OF ACCEPTANCE ARE TO LONDON TIME

DO NOT DETACH ANY PART OF THIS FORM OF ACCEPTANCE

HOW TO COMPLETE THIS FORM OF ACCEPTANCE

PLEASE COMPLETE THIS FORM IN BLACK INK AND BLOCK CAPITALS ONLY

Only complete and return this Form of Acceptance if you wish to accept the Offer

SHAREHOLDER DETAILS

Registered address of Dignity Shareholder: This section shows your registered address according to the register of Dignity Shareholders as at 6 p.m. on 7 February 2023. If your address has changed, please refer to the guidance in Step 3 below.

"Box 1": this box shows the number of Dignity Shares held by you as at 6 p.m. on 7 February 2023 (for information purposes only).

In the space indicated, please insert a daytime telephone number, where you can be contacted in the event of any query arising from this Form of Acceptance.

1

ACCEPTANCE OF THE CASH OFFER AND ELECTING FOR ALTERNATIVE OFFERS

To accept the Cash Offer and/or make an Alternative Offers Election:

- insert, in Box 1.1, the total number of the Dignity Shares you hold in respect of which you wish to accept the Cash Offer. This must be a whole number of Dignity Shares; and/or
- insert, in Box 1.2, the total number of the Dignity Shares you hold in respect of which you wish to elect for Valderrama D Shares pursuant to the Unlisted Share Alternative. This must be a whole number of Dignity Shares; and/or
- insert, in Box 1.3, the total number of the Dignity Shares you hold in respect of which you wish to elect for New Castelnau Consideration Shares pursuant to the Listed Share Alternative. This must be a whole number of Dignity Shares.

Your ability to elect to receive Valderrama D Shares and/or New Castelnau Consideration Shares instead of the Cash Offer in consideration for the sale of some or all of your Dignity Shares is subject to the terms and conditions of the Offer set out in Appendix A to the Offer Document (including the Alternative Offers Maximum). Subject to the terms and conditions of the Offer, you may complete Box 1.1 and/or Box 1.2 and/or Box 1.3. If you DO NOT want to make an Alternative Offers Election, DO NOT complete Box 1.2 or Box 1.3.

- If you fail to enter a number in any of Box 1.1, Box 1.2 or Box 1.3, you will be deemed, by virtue of having otherwise completed and returned this Form of Acceptance, to have accepted the Cash Offer in respect of the number of Dignity Shares printed in Box 1 or (if this is a lesser number) the number of Dignity Shares which is represented by the share certificate(s) and/or other document(s) of title that you have provided.
- If you enter a number in one only of Box 1.1, Box 1.2 or Box 1.3 and that number is greater than the number of Dignity Shares printed in Box 1, you will be deemed to have (i) as regards Box 1.1, accepted the Cash Offer, (ii) as regards Box 1.2, elected for the Unlisted Share Alternative and (iii) as regards Box 1.3, elected for the Listed Share Alternative, in each case in respect of your entire holding of Dignity Shares and to have entered the corresponding number of Dignity Shares in Box 1.1, Box 1.2 or Box 1.3 (as applicable).
- If you complete any combination of Box 1.1, Box 1.2 and/or Box 1.3, and if the total number of Dignity Shares in Box 1.1, Box 1.2 and/or Box 1.3 (as applicable) is greater than the number of Dignity Shares printed in Box 1, your acceptance/elections will be scaled back pro rata as between your acceptance/elections in Box 1.1, Box 1.2 and/or Box 1.3 (as applicable) (rounded down to the nearest whole Dignity Share).
- If you complete any combination of Box 1.1, Box 1.2 and/or Box 1.3, and if the total number of Dignity Shares in Box 1.1, Box 1.2 and/or Box 1.3 (as applicable) is less than the number of Dignity Shares printed in Box 1, you will be deemed to have rejected the Offer in respect of that shortfall and you will not receive any consideration under the Offer in respect of that shortfall.
- If you enter in any of Box 1.1, Box 1.2 or Box 1.3 a number of Dignity Shares which is not a whole number, you will be deemed to have entered in the relevant Box the nearest whole number of Dignity Shares when rounded down.

Satisfaction of elections made by Dignity Shareholders for either or both of the Alternative Offers will always be subject to the Alternatives Offer Maximum. Please refer to paragraph 8 of Part 3 of Appendix A to the Offer Document for details of the consequences if elections for the Alternative Offers cannot be satisfied in full. If for any reason your election for either or both of the Alternative Offers is invalid, you will be deemed to have accepted the Cash Offer for your Dignity Shares as if you had not made the relevant invalid election for an Alternative Offer.

If you have completed Box 1.1 only, please move to Step 3 (if applicable), Step 4 (if applicable) and Step 5.

If you have completed Box 1.2 and/or Box 1.3, please move to Step 2.

If you have completed Box 1.2, YOU MUST ALSO COMPLETE THE VALDERRAMA KYC FORM and return it to Link Group as soon as possible and in any event so as to be received by no later than 1.00 p.m. on the Unconditional Date, otherwise your election for the Unlisted Share Alternative will be invalid.

2

RESTRICTED DIGNITY SHAREHOLDERS

Unless otherwise determined by Bidco or required by the Takeover Code, and permitted by applicable law and regulation, neither the Listed Share Alternative nor the Unlisted Share Alternative will be made available, directly or indirectly, in, into or from a Restricted Jurisdiction and no Dignity Shareholder may make an Alternative Offers Election by any use, means or instrumentality (including facsimile, e-mail or other electronic transmission or telephone) of interstate or foreign commerce of, or of any facility of, a national, state or other securities exchange of a Restricted Jurisdiction. In addition, unless otherwise determined by Bidco or required by the Takeover Code, the Listed Share Alternative will not be made available to any Dignity Shareholder whose registered address is in an EEA Member State.

Dignity Shareholders who are Restricted Dignity Shareholders in respect of both Alternative Offers will receive the Cash Offer only as consideration for the sale of their Dignity Shares. Dignity Shareholders who are Restricted Dignity Shareholders in respect of the Listed Share Alternative only may, subject to the Alternative Offers Maximum and the terms and conditions of the Offer set out in Appendix A to the Offer Document, elect which of the Cash Offer and/or the Unlisted Share Alternative they want to receive and the proportions in which they want to receive them.

In order to make an Alternative Offers Election, you must make the representations and give the warranties set out in Part 4 of Appendix A to the Offer Document, including paragraph 1.2. If you are unable to make those representations and give those warranties, **YOU MUST WRITE "NO" IN BOX 2.**

If you write "NO" in Box 2, then you will receive the Cash Offer only in respect of all of your Dignity Shares marked in Box 1, even if you have filled in Box 1.2 and/or Box 1.3, unless Bidco exercises its right to treat your election for either or both of the Alternative Offers as valid. Any Form of Acceptance containing an election for either or both of the Alternative Offers in an envelope post-marked in a Restricted Jurisdiction or otherwise appearing to have been sent by any Restricted Dignity Shareholder may be rejected, unless the requirements for eligibility to make an Alternative Offers Election have, in Bidco's sole judgement, been met.

If you sign Box 5.1 or Box 5.2 without inserting "NO" in Box 3, you will be deemed to have given the representations and warranties set out in Part 4 of Appendix A to the Offer Document, including paragraph 1.2.

If you have completed Box 2, please move to Step 3 (if applicable), Step 4 (if applicable) and Step 5.

3

CHANGE / CORRECTION OF ADDRESS

If you wish to notify Link Group of a change of address, or if your details, as set out at the top of page 3 of this Form of Acceptance are incorrect, or no details are shown, please complete Box 3 in BLACK INK AND BLOCK CAPITALS with your new or correct address.

Unless you complete Box 4, the address set out at the top of page 3 or the address inserted by you in Box 3 is the address to which your consideration will be sent. **If you completed Box 1.2 and/or Box 1.3 and if the address set out at the top of page 3 or inserted in Box 3 is in a Restricted Jurisdiction or (if you completed Box 1.3) in an EEA Member State, you must insert in Box 4 an address which is not in a Restricted Jurisdiction or an EEA Member State (as applicable).**

4

ALTERNATIVE ADDRESS

If you wish the consideration and/or other documents to be sent to an address other than the address of the first named holder printed on page 3 or, if completed, Box 3 (e.g. your bank manager or stockbroker) you should complete Box 4. Box 4 must also be completed if you completed Box 1.2 and/or Box 1.3 and if the address set out on the top of page 3 or inserted in Box 3 is in a Restricted Jurisdiction or (if you completed Box 1.3) in an EEA Member State. **If you completed Box 1.2 and/or Box 1.3 you must not insert in Box 4 an address in a Restricted Jurisdiction or (if you completed Box 1.3) in an EEA Member State.** It is the responsibility of any overseas shareholder to satisfy himself as to the full observance of the laws and regulatory requirements of the relevant jurisdiction in connection with the Offer.

5

EXECUTION BY DIGNITY SHAREHOLDERS

YOU MUST SIGN AND DATE THE APPROPRIATE BOXES IN STEP 5 AND, IN THE CASE OF A JOINT HOLDING, ARRANGE FOR ALL OTHER JOINT HOLDERS TO DO LIKEWISE.

This Form of Acceptance shall form a binding legal contract when signed by you (or whoever signs on your behalf) and any joint holders.

Step 5.1: Dignity Shareholders who are individuals

Each holder who is an individual must sign in the presence of an independent witness who must also sign in the relevant space in Step 5.1. The witness must be over 18 years of age and must not be one of the joint registered holders. The same witness may witness the signature of each joint holder (if there are joint holders). The witness should also print their name where indicated.

Step 5.2: Dignity Shareholders who are companies (or companies who are signing on behalf of Dignity Shareholders who are individuals)

A company that is incorporated in England and Wales may execute this Form of Acceptance either: (i) under seal by affixing its seal to this Form of Acceptance in Box 5.3 in accordance with its articles of association or other regulations; or (ii) by the signatures of (a) two directors of that company, (b) a director and the company secretary or (c) a director in the presence of a witness who attests their signature, in accordance with sections 44, 45 and 48 of the Companies Act 2006.

An overseas company or a person who is acting under the authority (express or implied) of that overseas company may execute this Form of Acceptance in accordance with the Overseas Companies (Execution of Documents and Registration of Charges) Regulations 2009.

In the case of any company (wherever incorporated) that signs this Form of Acceptance (or on whose behalf it is signed), whether as a registered holder, witness, executor, attorney, or otherwise, the name of the company must be inserted in the space indicated in **Step 5.2.**

Attorneys, executors, etc.

If this Form of Acceptance is not signed by the registered holder(s), insert the name(s) and capacity (e.g., "attorney" or "executor") of the person(s) executing on behalf of the registered holder. In such case, evidence of authority should also be delivered in accordance with Note 5 on page 4 of this Form of Acceptance.

DIGNITY PLC

FORM OF ACCEPTANCE FOR THE OFFER AND ELECTION FOR ALTERNATIVE OFFERS

SHAREHOLDER DETAILS

Registered Address of Dignity Shareholder:

Box 1
No. of Dignity Shares held in certificated form as at 6 p.m. on 7 February 2023 (for information purposes only):
IVC:
Daytime telephone number, where you can be contacted in the event of any query arising from this Form of Acceptance: Tel:

1 ACCEPTANCE OF THE CASH OFFER AND ELECTING FOR ALTERNATIVE OFFERS

Insert the number of Dignity Shares in respect of which you wish to accept the Cash Offer and/or make an election for either or both of the Alternative Offers in Box 1.1, 1.2 and/or Box 1.3.

You may insert a number in each of Box 1.1, Box 1.2 and/or Box 1.3 if you wish to accept the Cash Offer and/or make an Alternative Offers Election. The total of your acceptances/elections should not exceed your holding shown in Box 1.

Box 1.1	Insert the number of Dignity Shares in respect of which you are accepting the Cash Offer in Box 1.1
Box 1.2	Insert the number of Dignity Shares in respect of which you are electing for Valderrama D Shares in Box 1.2
Box 1.3	Insert the number of Dignity Shares in respect of which you are electing for New Castelnau Consideration Shares in Box 1.3

2 RESTRICTED DIGNITY SHAREHOLDERS

Only complete Step 2 if you have completed Step 1 and elected for an Alternative Offer by completing Box 1.2 and/or Box 1.3.

Box 2

Insert "NO" in Box 2 if you are **UNABLE** to make the representations and give the warranties required by paragraph 1.2 of Part 4 of Appendix A to the Offer Document.
Leave Box 2 blank if you **ARE ABLE** to make those representations and give those warranties.

3 CHANGE / CORRECTION OF ADDRESS

Only complete Step 3 if your registered address (as stated at the top of this page) has changed or is incorrect.

If you are notifying a change or correction of address, complete your new or corrected details in Box 3 below.

Box 3		
Name.....		
Address		
.....		
Postcode.....		

4 ALTERNATIVE ADDRESS

Address, if not specified in Box 3, outside a Restricted Jurisdiction or an EEA Member State to which consideration is to be sent.

Box 4		
Name.....		
Address		
.....		
Postcode.....		

5 EXECUTION BY DIGNITY SHAREHOLDERS

5.1 Sign and date this Form of Acceptance in the presence of an independent witness.

By (an) individual(s), executed and delivered as a deed by:

Holder 1 signature:	Date:	Signature of Witness:	Name of Witness:
Holder 2 signature (if applicable):	Date:	Signature of Witness:	Name of Witness:
Holder 3 signature (if applicable):	Date:	Signature of Witness:	Name of Witness:
Holder 4 signature (if applicable):	Date:	Signature of Witness:	Name of Witness:

5.2 Include company seal if applicable.

All Dignity Shareholders who are individuals should sign and date this Form of Acceptance in the presence of an independent witness who should also sign in the space indicated above. The independent witness must be over 18 years of age and must not be a joint holder (if applicable).

By a company, executed and delivered as a deed by:

Name of company: 		
Name of director:	Signature of director:	Date:
Name of director/secretary:	Signature of director/secretary:	Date:
Name of witness:	Signature of witness:	Date:

Box 5.3

Affix
Company
seal here

Note: for companies incorporated in England and Wales, witness attestation is only required if the document is being executed by one director in accordance with section 44 of the Companies Act 2006.

PLEASE REMEMBER TO ENCLOSE YOUR SHARE CERTIFICATE(S) AND/OR OTHER DOCUMENTS OF TITLE IF AVAILABLE

NOTES REGARDING THE COMPLETION AND LODGING OF THIS FORM OF ACCEPTANCE

In order to be valid, this Form of Acceptance must (except as described below) be signed personally by the registered Dignity Shareholder or by all of the joint registered Dignity Shareholders.

1 If the registered Dignity Shareholder is away from home (e.g. abroad)

Send this Form of Acceptance by the quickest means (e.g. airmail) to the Dignity Shareholder for execution or, if they have executed a valid and applicable power of attorney, have this Form of Acceptance signed by the attorney. In the latter case, you should follow the instructions in Note 5 below.

2 If the sole registered Dignity Shareholder has died

If probate or letters of administration has/have been registered with Dignity, this Form of Acceptance must be signed by the personal representative(s) of the deceased and returned to Link Group. If probate or letters of administration has/have not been registered with Dignity, the personal representative(s) should sign this Form of Acceptance and forward it to Link Group together with the original death certificate (or a notarised copy), the relevant probate or letters of administration and evidence of that personal representative's authority to sign. The death certificate and relevant probate or letters of administration (as applicable) will be noted and returned.

3 If one of the registered Dignity Shareholders in a joint account has died

The surviving registered Dignity Shareholder(s) should complete this Form of Acceptance and return it to Link Group, accompanied by a copy of the death certificate (or a notarised copy thereof), and the relevant probate or letters of administration of the deceased Dignity Shareholder. The death certificate and relevant probate or letters of administration (as applicable) will be noted and returned.

4 If you have sold or wish to sell part of your holding of certificated Dignity Shares

If you have sold or otherwise transferred all your holding of certificated Dignity Shares, you should send the Offer Document (but not this personalised Form of Acceptance) as soon as possible to the purchaser or transferee or to the stockbroker, bank or other agent through whom the sale or transfer was effected for delivery to the purchaser or transferee. If you wish to sell part of your holding of Dignity Shares and also wish to accept the Offer in respect of the balance, but are unable to obtain the balance certificate by 1.00 p.m. on the Unconditional Date, you should ensure that the stockbroker or other agent through whom you make the sale obtains the appropriate endorsement or indication, signed on behalf of Dignity, in respect of the balance of your holding of Dignity Shares.

5 If this Form of Acceptance is signed under a power of attorney

The completed Form of Acceptance should be returned to Link Group, accompanied by the original power of attorney (or a duly certified copy thereof), as so provided under the Powers of Attorney Act 1971. The power of attorney will be noted and returned. No other signatures will be accepted.

6 Appointment of Bidco Directors and others as attorney

Subject to the Offer becoming unconditional in accordance with its terms and to the relevant Dignity Shareholder not having withdrawn their acceptance, by executing this Form of Acceptance and returning it to Link Group each Dignity Shareholder irrevocably and separately appoints, by way of security for the performance of the relevant Dignity Shareholder's obligations, each of Bidco, and any director of, or person authorised by, Bidco, as their attorney and/or agent (an "attorney") and irrevocably instructs and authorises the attorney to (i) complete and execute all or any form(s) of transfer and/or other document(s) at the discretion of the attorney in relation to the Dignity Shares the subject of this Form of Acceptance in favour of Bidco or such other person or persons as Bidco or its agents may direct in connection with acceptance of the Offer, (ii) deliver such form(s) of transfer and/or other document(s) in the attorney's discretion and/or the certificate(s) and/or other document(s) of title relating to such Dignity Shares for registration within six months of the Offer becoming unconditional and (iii) execute all such other documents and/or deeds and do all such other acts and things as may in the attorney's opinion be necessary or desirable for the purpose of, or in connection with: (1) the acceptance of the Offer pursuant to the Form of Acceptance and to vest the Dignity Shares the subject of this Form of Acceptance in the name of Bidco or its nominee, (2) any Alternative Offer Election (if applicable) or (3) giving effect to the terms of the Offer.

7 If your share certificate(s) and/or other document(s) of title have been lost

If your Dignity Shares are held in certificated form, a completed, signed and (where applicable) witnessed Form of Acceptance should be accompanied by the relevant share certificate(s) and/or other document(s) of title. If for any reason the relevant share certificate(s) and/or other document(s) of title is/are not readily available or is/are lost, you should nevertheless complete, sign and lodge this Form of Acceptance as stated above, so as to be received by post or (during normal business hours) by hand by Link Group, Corporate Actions, 10th Floor, Central Square, 29 Wellington Street, Leeds LS1 4DL as soon as possible and in any event no later than 1.00 p.m. on the Unconditional Date. You should send with the Form of Acceptance any share certificate(s) and/or other document(s) of title which you may have available, accompanied by a letter stating that the remaining documents will follow as soon as possible or that you have lost one or more of your share certificate(s) and/or other document(s) of title.

If subsequently available, you should then arrange for the relevant share certificate(s) and/or other document(s) of title to be forwarded as soon as possible. If you have lost your share certificate(s) and/or other document(s) of title, you should as soon as possible telephone Dignity's registrar, Equiniti Limited, on +44 (0)371 384 2674 (Monday to Friday, 8.30 a.m. - 5.30 p.m., excluding public holidays in England and Wales), requesting a letter of indemnity for the lost share certificate(s) and/or other document(s) of title which, when completed in accordance with the instructions given, should be returned by post or (during normal business hours) by hand to Link Group as stated above.

8 If your full name or other particulars differ from those appearing on your share certificate(s) and/or other document(s) of title

- (a) For example, name on the certificate: Sam Smith
Correct name: Sam Smyth

Complete this Form of Acceptance with the correct name and return to Link Group accompanied by a letter from your stockbroker, bank or solicitor confirming that the person described on the certificate(s) and the person who signed this Form of Acceptance is one and the same.

- (b) Incorrect address on the certificate(s): complete Box 3 with the correct address.

- (c) Change of name: If you have changed your name, lodge with Link Group your marriage certificate or the deed poll with this Form of Acceptance. Your marriage certificate or deed poll (as applicable) will be noted and returned.

9 If your Dignity Shares are in certificated form and the certificate(s) are held by your stockbroker, bank or other agent

If the share certificate(s) and/or other document(s) of title is/are readily obtainable, deliver this completed Form of Acceptance to your stockbroker, bank or other agent for lodging with Link Group at the address shown above as soon as possible and, in any event, no later than 1.00 p.m. on the Unconditional Date, accompanied by the share certificate(s) and/or other document(s) of title. If the share certificate(s) and/or other document(s) of title is/are not readily obtainable, send the completed Form of Acceptance to Link Group with a note stating, for example, "share certificate(s) to follow" and arrange for the share certificate(s) and/or other document(s) of title to be forwarded to Link Group as soon as possible thereafter. It is helpful for your stockbroker, bank or other agent to be informed of the full terms of the Offer.

10 If your Dignity Shares are in CREST

YOU SHOULD NOT COMPLETE THIS FORM OF ACCEPTANCE. You should take the actions set out in paragraph 13.2 of the letter from Bidco contained in Part II of the Offer Document to transfer your Dignity Shares to an escrow balance. If you are a CREST sponsored member, you should refer to your CREST sponsor, as only your CREST sponsor will be able to send the necessary TTE instruction to Euroclear in relation to your Dignity Shares.

11 Form and validity of Form of Acceptance

Without prejudice to Parts 3 and 4 of Appendix A to the Offer Document, and subject to the provisions of the Takeover Code, Bidco reserves the right to treat as a valid acceptance of the Offer, in whole or in part, any Form of Acceptance of the Offer which is not entirely in order or which is not accompanied by the relevant share certificate(s) and/or other document(s) of title. In that event, no settlement of the consideration under the Offer will be made until after the relevant share certificate(s) and/or other document(s) of title or indemnities reasonably satisfactory to Bidco have been received.

12 Overseas Shareholders

The attention of Dignity Shareholders who are located outside of the United Kingdom is drawn to paragraph 12 of Part II and Part 4 of Appendix A to the Offer Document. Such Dignity Shareholders should consult their professional adviser(s) to ascertain whether the Offer will be subject to any restrictions or require compliance with any formalities imposed by the laws or regulations of, or anybody or authority located in, the jurisdictions in which they are resident. The distribution of this Form of Acceptance or the Offer Document in certain jurisdictions may be restricted by law. Persons into whose possession this Form of Acceptance or the Offer Document come should inform themselves about and observe any legal requirements applicable to their relevant jurisdiction. Any terms of the Acquisition relating to Overseas Shareholders may be waived, varied or modified as regards specific Dignity Shareholders or on a general basis by Bidco in its sole discretion.

If you wish to accept the Offer, you should complete and return this Form of Acceptance in the pre-paid envelope provided or otherwise return it by post or (during normal business hours) by hand to Corporate Actions, Link Group, 10th Floor, Central Square, 29 Wellington Street, Leeds LS1 4DL as soon as possible and, in any event, so as to be received no later than 1.00 p.m. on the Unconditional Date. A reply-paid envelope is enclosed for your convenience for use in the United Kingdom only. No acknowledgement of receipt of documents will be given and documents will be sent at your own risk.