



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

14 February 2023

Dear Sirs,

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

We refer to the document that is to be sent to shareholders of Dignity on or around the date hereof containing, amongst other things, details of the offer made by Yellow (SPC) Bidco Limited for the entire issued and to be issued share capital of Dignity (the “**Offer Document**”).

We have given and not withdrawn our consent to the inclusion of references to our name in the Offer Document in each case in the form and context in which it appears.

We hereby also give our consent to the publication in Part 4 of Appendix K of the Offer Document of our letter relating to the profit estimate made by the directors of Dignity for the 52 weeks ended 30 December 2022 in the form and context in which it is included.

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

Yours very truly

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

