

Morgan Stanley

STRICTLY PRIVATE AND CONFIDENTIAL

The Board of Directors
Yellow (SPC) Bidco Limited
64-66 Glenthams Road
London, SW13 9JJ
United Kingdom

14 April 2023

Dear Sir/Madam

Recommended cash offer for Dignity plc (“Dignity”) by Yellow (SPC) Bidco Limited (“Bidco”)

We refer to the announcement to be made by Dignity and Bidco on or around 14 April 2023 pursuant to Rule 9 of the City Code on Takeovers and Mergers of a mandatory cash offer by Bidco for the entire issued and to be issued ordinary share capital of Dignity (the “**Rule 9 Announcement**”).

Morgan Stanley & Co. International plc hereby gives its consent to the inclusion in the Rule 9 Announcement of the references to its name in the form and context in which they appear.

Yours faithfully,

A large black rectangular redaction box covering the signature and name of the representative of Morgan Stanley & Co. International plc.

For and on behalf of
Morgan Stanley & Co. International plc