

Statutory reports and financial statements continued

Shareholder information

Shareholder enquiries – The Registrar

Computershare Investor Services PLC

For address – see the next page

Telephone: 0870 702 0127

Website: www.investorcentre.co.uk/contactus

Email: web.queries@computershare.co.uk

Investor Centre is a free, secure share management website provided by our Registrar. This service allows you to view your share portfolio and see the latest market price of your shares, check your dividend payment and tax information, change your address, update payment instructions and receive your shareholder communications online. To take advantage of this service, please log in at www.investorcentre.co.uk and enter your Shareholder Reference Number and Company Code. This information can be found on your last dividend voucher or share certificate.

Other shareholder enquiries

For any other shareholder enquiries, please contact the Head of Investor Relations: Matt Sharff. Email: investor.relations@ladbrokes.co.uk; Telephone: +44 (0) 20 8515 5730; Fax: +44 (0) 20 8868 5273; Ladbrokes plc, Investor Relations, Imperial House, Imperial Drive, Rayners Lane, Harrow, Middlesex HA2 7JW.

Share dealing service

A share dealing service for Ladbrokes' shares is available through The Share Centre Ltd, a member of the London Stock Exchange, which is authorised and regulated by the Financial Services Authority.

For further details, please contact: The Share Centre Ltd, PO Box 2000, Aylesbury, Bucks HP21 8ZB; Telephone: 01296 414141.

Dividend information

This year, the directors are recommending the payment of a final dividend of 4.60 pence per share. If you add this to the interim dividend of 4.30 pence per share (paid on 25 October 2012), the total dividend recommended for 2012 will be 8.90 pence per share (2011: 7.80 pence).

Ladbrokes is keen to encourage all its shareholders to have their dividends paid directly into a bank or building society account. If you wish dividends to be paid directly into your bank account through the BACSTEL-IP (Bankers Automated Clearing Services) system, you should apply online at www.investorcentre.co.uk or contact our Registrar for a dividend mandate form.

The table below details the interim, final and total dividends declared in the last five years. Please note that these dividend figures have not been adjusted for the rights issue in October 2009.

	Interim dividend pence	Final dividend pence	Total pence
2012	4.30	4.60	8.90
2011	3.90	3.90	7.80
2010	3.85	3.75	7.60
2009	3.50	–	3.50
2008	5.10	9.05	14.15

Dividend reinvestment plan

The Company provides a dividend reinvestment plan, which enables shareholders to apply all of their cash dividends to buy additional shares in Ladbrokes. To obtain more information and a mandate to join the plan, you should apply online at www.investorcentre.co.uk or contact our Registrar.

Annual Report

A copy of our Annual Report is available to download as a pdf or can be viewed as an html version at www.ladbrokesplc.com.

We actively encourage shareholders to play their part in reducing our impact on the environment and elect to be notified by email when your communications are available online. Sign up to receive eCommunications at www.investorcentre.co.uk. By providing your email address you will no longer receive paper copies of annual reports or any other shareholder communications that are available electronically. Instead you will receive emails advising you when and how to access documents online. Alternatively, if you would like a hard copy of the Annual Report please send an email to investor.relations@ladbrokes.co.uk or phone +44 (0) 20 8515 5730.

UK tax on capital gains

A leaflet for UK capital gains tax purposes, which includes details of rights and capitalisation issues which have occurred since 31 March 1982, is available from the Company Secretary whose address is given on the next page.

American depositary receipts (ADRs)

An ADR is a receipt that is issued by a depositary bank representing ownership of the Company's underlying ordinary shares. ADRs are quoted in US Dollars and trade just like any other US security.

Ladbrokes has a sponsored level 1 ADR programme for which Deutsche Bank Trust Company Americas acts as depositary. The ADRs are traded on the Over the Counter market in the US under the symbol LDBKY, where one ADR is equal to one ordinary share.

When dividends are paid to shareholders, the depositary makes the equivalent payment in US Dollars to ADR holders. For enquiries, brokers may contact the Deutsche Bank Trust Company Americas Broker Service Desk on +44 20 7547 6500 or +1 212 250 9100.

Registered ADR holders may contact the Ladbrokes ADR shareholder services line on +1 866 249 2593. Further information, including an ADR share price quote, is available at www.adr.db.com.

Unsolicited calls

Over the last year the Company has become aware of a rise in shareholders receiving unsolicited calls or correspondence concerning investment matters. Calls are typically from people stating they are "brokers" based overseas and they offer to "buy" the individual's shares at inflated prices claiming that there is a "secret" takeover or merger. Shareholders are advised to be very wary of any unsolicited advice, offers to sell or buy their shares or offers of free company reports. Operations to buy shares at inflated prices or to sell what often turn out to be worthless, high risk or even non-existent shares are commonly known as "boiler room" scams.

More detailed information on boiler room scams is available at www.ladbrokesplc.com. If you think you have been contacted by share fraudsters, you can report the matter to the FSA by calling 0845 606 1234 or by completing the online form available at www.fsa.gov.uk.

2013 Financial calendar

Event	Date
2012 full year results announcement	21 February 2013
Ex-dividend date for 2012 final dividend	20 March 2013
Record date for 2012 final dividend	22 March 2013
Annual General Meeting and Interim Management Statement	1 May 2013
Payment date for 2012 final dividend	9 May 2013
Half year results and 2013 interim dividend to be announced	8 August 2013
Ex-dividend date for 2013 interim dividend	18 September 2013
Record date for 2013 interim dividend	20 September 2013
Payment date for 2013 interim dividend	31 October 2013