DATED 210 Jobes 2001

PETER COATES AND OTHERS

AND

K & S (429) LIMITED

SHARE SALE AGREEMENT

We hereby certify this to be a true and semplete copy of the original

longhet + som Kaleht & Sons, Solicitors

Newcastle, Staffs.

COMPANIES HOUSE

04/04/02

THIS AGREEMENT is made on 2000 2001

BETWEEN

(1) The persons whose names and addresses are set out in column (1) of Part I of the First Schedule ("the Vendors").

NCA)

(2) K & S (429) LIMITED (registered in England No. 4241161) ("the Purchaser") which expression shall include its successors and assigns) whose registered office is at Hillside Festival Way Stoke-on-Trent ST1 5SH

RECITALS

- (A) Bet365 Holdings Limited (registered in England No. 4130869) ("the Company") is a company limited by shares
- (B) The Vendors are the registered holders of the whole of the issued share capital of the Company and have the right, power and authority to sell and transfer or renounce (as the case may be) the issued share capital of the Company free from any claims, charges, liens, encumbrances or equities
- (C) The Vendors have agreed to sell or procure the sale and the Purchaser has agreed to purchase the whole of the issued share capital of the Company subject to and on the terms and conditions hereinafter appearing

OPERATIVE PROVISIONS

1. DEFINITIONS

1.1 In this Agreement, unless the context or subject matter otherwise requires, the following words and expressions shall bear the meanings respectively set opposite them

"Consideration" the consideration payable pursuant to clause 3 of this

Agreement

"Consideration Shares" the meaning set out in clause 3.1

"Completion" completion of the sales and purchases hereby agreed

in accordance with the terms of this Agreement

"Completion Date" the date of this Agreement or such later date as the

parties may agree

"the Shares" the 1,000 ordinary shares of £1 each in the capital of

the Company comprising the whole of its issued and

allotted share capital

- 1.2 Any headings in this Agreement and the Schedule are for convenience only and shall not affect the construction of this Agreement and the Schedule. References in this Agreement to clauses, recitals or the Schedule are to clauses and recitals of or the Schedule to this Agreement.
- 1.3 Unless the context otherwise requires in this Agreement and the Schedule:
- 1.3.1 the singular shall include the plural and vice versa; and
- 1.3.2 words and expressions defined in the Companies Act 1985 shall bear the same meanings in this Agreement. References in this Agreement to any statute or statutory provision shall include any statute or statutory provision which amends, extends, consolidates or replaces the same or which has been amended, extended, consolidated or replaced by the same and shall include any orders regulations instruments or other subordinate legislation made under the relevant statute

2. SALE AND PURCHASE

- 2.1 The Vendors shall sell or procure to be sold with full title guarantee and the Purchaser shall purchase the whole of the issued share capital of the Company with effect from the Completion Date
- 2.2 The sale hereinbefore referred to shall be free from all claims, charges, liens, encumbrances and equities and together with all rights attached or accruing thereto and together with all dividends and distributions declared made or paid after the Completion Date

3. CONSIDERATION

3.1 The consideration for the sales hereby agreed shall be the allotment fully paid to the vendors of 1,000 B ordinary shares of £1 each in the capital of the Purchaser as are shown opposite their names in column 2 of Schedule ("the Consideration Shares") such consideration to be discharged in the manner provided by clause 4

4. COMPLETION

- 4.1 Completion of the sale and purchase hereby agreed shall take place on the Completion Date at the offices of Knight & Sons Solicitors The Brampton Newcastle under Lyme Staffordshire ST5 0QW or at such other place and on such other date as may be agreed between the parties when:
- 4.1.1 the Vendors shall hand to the Purchaser duly executed transfers in favour of the Purchaser or its nominees and the share certificates in respect of the Shares together with any authority under which such transfers have been executed
- 4.1.2 the Vendors shall execute and do all such other documents, acts and things as the Purchaser shall reasonably require in order to perfect the right title and interest of the Purchaser to and in the Shares
- 4.1.3 the Vendors shall procure that a board meeting of the Company shall be held at which

the said transfers in respect of the Shares shall be approved and registered in the name of the Purchaser or its nominees subject only to their being duly stamped

4.1.4 the Purchaser shall hand to the Vendors or their Solicitors duly completed and executed share certificates in their favour for the Consideration Shares

5. ENTIRE AGREEMENT

This Agreement together with any other documents initialled by or on behalf of the parties on or before the date of this Agreement sets forth the entire agreement and understanding between the Purchaser and the Vendors or any of them in connection with the sales and purchases hereby agreed and no party has relied on any representation of any other party save for any representation expressly set out or referred to in this Agreement

6. COUNTERPARTS

This Agreement may be executed in any number of counterparts and by the different parties on separate counterparts together constituting one and the same instrument

Signed by or on behalf of the parties hereto on the date hereof

Schedule 1

Column 1

Column 2

Names and addresses of the Shareholders

Number of Shares

Peter Coates

250 B Ordinary

Brook Farm

Newcastle Road

Betchton

Sandbach

Cheshire

CW11 2TG

Denise Coates

250 B Ordinary

2 Furnival Street

Sandbach

Cheshire

CW11 0DJ

John Fitzgerald Coates

250 B Ordinary

8 The Grove

Westlands

Newcastle under Lyme

Staffordshire

ST5 2HD

William Wolfe Roseff

250 B Ordinary

74 Great Pultney Street

Bath

Avon

BA2 4DL

SIGNED by the said PETER COATES in the presence of:-)	Micales.
Karen Myalt Provincial Bot365 Limited, Hilli	side,	Festwal Way, Stoke on-Trent
SIGNED by the said DENISE COATES in the presence of:-)	oales
SIGNED by the said JOHN FITZGERALD COATES in the presence of:- Karen Mycult)))	
SIGNED by the said WILLIAM WOLFE ROSEFF in the presence of:-)	A
SIGNED on behalf of the Purchaser by JOHN FITZGERALD COATES in the presence of:-))	

DATED 21 october 2001

PETER COATES AND OTHERS

AND

K & S (429) LIMITED

SHARE SALE AGREEMENT

We hereby certify this to be a true and complete copy of the original

Knight & Sone, Selloitore Newsastle, Staffs.

THIS AGREEMENT is made on 21 Ochober 200

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BETWEEN

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- (1) The persons whose names and addresses are set out in column (1) of Part I of the First Schedule ("the Vendors").
- (2) K & S (429) LIMITED (registered in England No. 4241161) ("the Purchaser", which expression shall include its successors and assigns) whose registered office is at Hillside Festival Way Stoke-on-Trent ST1 5SH

RECITALS

- (A) Provincial Racing Holdings Limited (registered in England No. 3142539) ("the Company") is a company limited by shares
- (B) The Vendors are the registered holders of the whole of the issued share capital of the Company and have the right, power and authority to sell and transfer or renounce (as the case may be) the issued share capital of the Company free from any claims, charges, liens, encumbrances or equities
- (C) The Vendors have agreed to sell or procure the sale and the Purchaser has agreed to purchase the whole of the issued share capital of the Company subject to and on the terms and conditions hereinafter appearing

OPERATIVE PROVISIONS

1. **DEFINITIONS**

1.1 In this Agreement, unless the context or subject matter otherwise requires, the following words and expressions shall bear the meanings respectively set opposite them

"Consideration" the consideration payable pursuant to clause 3 of this

Agreement

"Consideration Shares" the meaning set out in clause 3.1

"Completion" completion of the sales and purchases hereby agreed

in accordance with the terms of this Agreement

"Completion Date" the date of this Agreement or such later date as the

parties may agree

"Existing Shares" the two ordinary shares of £1 each in the share capital

of the Purchaser held by John Fitzgerald Coates and

Denise Coates

"the Shares"

1

the 1,437 ordinary shares of £1 each and the 170 A ordinary shares of £1 each in the capital of the Company comprising the whole of its issued and allotted share capital

- 1.2 Any headings in this Agreement and the Schedule are for convenience only and shall not affect the construction of this Agreement and the Schedule. References in this Agreement to clauses, recitals or the Schedule are to clauses and recitals of or the Schedule to this Agreement.
- 1.3 Unless the context otherwise requires in this Agreement and the Schedule:
- 1.3.1 the singular shall include the plural and vice versa; and
- 1.3.2 words and expressions defined in the Companies Act 1985 shall bear the same meanings in this Agreement. References in this Agreement to any statute or statutory provision shall include any statute or statutory provision which amends, extends, consolidates or replaces the same or which has been amended, extended, consolidated or replaced by the same and shall include any orders regulations instruments or other subordinate legislation made under the relevant statute

2. SALE AND PURCHASE

- 2.1 a The Vendors shall sell or procure to be sold with full title guarantee and the Purchaser shall purchase the whole of the issued share capital of the Company with effect from the Completion Date
- 2.2 The sale hereinbefore referred to shall be free from all claims, charges, liens, encumbrances and equities and together with all rights attached or accruing thereto and together with all dividends and distributions declared made or paid after the Completion Date

3. CONSIDERATION

- 3.1 The consideration for the sales hereby agreed shall be:
- 3.1.1 the crediting of the Existing Shares as fully paid; and
- 3.1.2 the allotment fully paid to the vendors of 1,435 ordinary shares and 170 A ordinary shares of £1 each in the capital of the Purchaser as are shown opposite their names in column 2 of Schedule ("the Consideration Shares") such consideration to be discharged in the manner provided by clause 4
- 3.2 The ordinary shares shall rank pari passu in all respects with the Existing Shares but subject to the prior rights of the A ordinary shares and the B ordinary shares

4. COMPLETION

4.1 Completion of the sale and purchase hereby agreed shall take place on the Completion

Date at the offices of Knight & Sons Solicitors The Brampton Newcastle under Lyme Staffordshire ST5 0QW or at such other place and on such other date as may be agreed between the parties when:

- 4.1.1 the Vendors shall hand to the Purchaser duly executed transfers in favour of the Purchaser or its nominees and the share certificates in respect of the Shares together with any authority under which such transfers have been executed
- 4.1.2 the Vendors shall execute and do all such other documents, acts and things as the Purchaser shall reasonably require in order to perfect the right title and interest of the Purchaser to and in the Shares
- 4.1.3 the Vendors shall procure that a board meeting of the Company shall be held at which the said transfers in respect of the Shares shall be approved and registered in the name of the Purchaser or its nominees subject only to their being duly stamped
- 4.1.4 the Purchaser shall hand to the Vendors or their Solicitors duly completed and executed share certificates in their favour for the Consideration Shares

5. ENTIRE AGREEMENT

5.1 This Agreement together with any other documents initialled by or on behalf of the parties on or before the date of this Agreement sets forth the entire agreement and understanding between the Purchaser and the Vendors or any of them in connection with the sales and purchases hereby agreed and no party has relied on any representation of any other party save for any representation expressly set out or referred to in this Agreement

6. COUNTERPARTS

This Agreement may be executed in any number of counterparts and by the different parties on separate counterparts together constituting one and the same instrument

Signed by or on behalf of the parties hereto on the date hereof

Schedule 1

Column 1

Column 2

Names and addresses of the Shareholders

Number of Shares

Peter Coates

947 Ordinary

Brook Farm

170 "A" Ordinary

Newcastle Road

Betchton

Sandbach

Cheshire

CW11 2TG

Deirdre Coates

10 Ordinary

Brook Farm

Newcastle Road

Betchton

Sandbach

Cheshire

CW11 2TG

Denise Coates

119 Ordinary

2 Furnival Street

Sandbach

Cheshire

CW11 0DJ

John Fitzgerald Coates

119 Ordinary

8 The Grove

Westlands

Newcastle under Lyme

Staffordshire

ST5 2HD

Moira Catherine Coates

120 Ordinary

Brook Farm

Newcastle Road

Betchton

Sandbach

Cheshire

CW11 2TG

120 Ordinary

Siobhan Mary Coates

Brook Farm

Newcastle Road

Betchton

Sandbach

Cheshire

CW11 2TG

SIGNED by the said PETER COATES in the presence of:-) Mouse.
Karen Myatt Provincial Bet 365 Limited	Hill side, Festival Way, Stoke-on-Tren
SIGNED by the said DENISE COATES in the presence of:-	} dones
Karen Myalt	
SIGNED by the said JOHN FITZGERALD COATES in the presence of:- Karen Myalt	3
SIGNED by the said DEIRDRE COATES in the presence of:-	3 D. Coales
SIGNED by the said MOIRA CATHERINE COATES in the presence of:- Karen Myatt) M. Coates.
SIGNED by the said SIOBHAN MARY COATES in the presence of:- Karen Myoutt	} & Gatos
SIGNED on behalf of the Purchaser by JOHN FITZGERALD COATES in the presence of:- Karen Myatt	}