

BEFORE THE NEVADA GAMING COMMISSION
AND THE STATE GAMING CONTROL BOARD

In the Matter of

LADBROKES PLC

(Delayed Public Offering)

ORDER

THIS MATTER came on regularly for hearing before the State Gaming Control Board (“Board”) on March 5, 2014, and before the Nevada Gaming Commission (“Commission”) on March 20, 2014, at Las Vegas, Nevada; and

THE BOARD AND COMMISSION having considered all information pertinent hereto;

IT IS HEREBY ORDERED BY THE NEVADA GAMING COMMISSION UPON THE RECOMMENDATION OF THE STATE GAMING CONTROL BOARD:

1. THAT the following application, as amended and supplemented, has been filed:
 - a. The application of Ladbrokes plc for a three year approval of a continuous or delayed public offering by it or any affiliated company wholly-owned by it which is or would thereby become a publicly traded corporation (“Affiliate”).
2. THAT for a period of three years, Ladbrokes plc, and its Affiliate(s), are granted approval, pursuant to NGC Regulation 16.115 and Paragraph ten (10) of Ladbrokes plc’s Order of Registration, dated March 20, 2014, to make public offerings, subject to the following conditions:
 - a. That at all times during the three-year period, Ladbrokes plc, and its Affiliate(s), shall timely file all material documents with the London Stock Exchange (“LSX”), the

Financial Conduct Authority of the United Kingdom (“FCA”), the Prudential Regulation Authority of the United Kingdom (“PRA”) and any other governmental agency which regulates the sale of its securities, as set forth in Paragraph 9(a) of its Order of Registration, dated March 20, 2014;

b. That upon filing documents with the LSX, FCA or PRA regarding the sale of any securities for which approval would otherwise be required, Ladbroke plc and its Affiliate(s) shall contemporaneously provide written notice and copies of such documents to the Board's Investigations Division - Corporate Securities Section ("Division"), and shall keep said Division continuously and promptly informed as to the progress of any public offering made hereunder and as to any other event that would have a material effect on Ladbroke plc or its subsidiaries which would be subject to reporting to the LSX, FCA or PRA; and

c. That the approval herein granted may be rescinded without prior notice upon the issuance of an interlocutory stop order by the Chairman of the Board. Said interlocutory stop order, if issued, shall remain in effect until the interlocutory stop order is lifted by the Commission upon such terms as are satisfactory to the Commission.

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3. THAT the Commission hereby delegates to the Chairman of the Board the authority to issue interlocutory stop orders for any cause deemed reasonable by the Chairman, which shall remain in effect until lifted by the Commission as provided in Paragraph 2(c) above.

ENTERED at Las Vegas, Nevada, this 20TH day of March 2014.