

THIS LETTER IS IMPORTANT AND REQUIRES YOUR IMMEDIATE ATTENTION. If you are in any doubt about the contents of this letter or the action you should take, you should immediately seek your own personal financial advice from your stockbroker, bank manager, solicitor, accountant, fund manager or other independent financial adviser who, if you are taking advice in the United Kingdom, is duly authorised under the Financial Services and Markets Act 2000 (as amended).

If you have sold or otherwise transferred all of your shares in Stride Gaming plc (the "Company"), please send this letter at once to the purchaser or transferee or to the stockbroker, bank or other agent through whom the sale or transfer was effected for transmission to the purchaser or the transferee. However, this letter should not be sent to any jurisdiction where to do so might constitute a violation of local securities laws or regulations.

31 May 2019

To shareholders, persons with information rights and to the holders of securities convertible into, rights to subscribe for and options over, the Company's shares.

Dear Sir/Madam

Announcement by Rank Digital Holdings Limited ("Rank BidCo") of a firm intention under Rule 2.7 of the City Code on Takeovers and Mergers (the "Takeover Code") to make an offer to acquire the entire issued and to be issued ordinary share capital of the Company

On 31 May 2019, Rank BidCo, a wholly-owned subsidiary of The Rank Group plc, announced that Rank BidCo and the Company had reached an agreement on the terms of an offer by for the entire issued and to be issued ordinary share capital of the Company at a price of 151 pence in cash for each ordinary share of the Company (the "**Announcement**").

The purpose of this letter is to give you notice that the Announcement has been published and is available to download on the Company's website, at <https://www.stridegaming.com/investor-relations/> (the "**Website**"). This letter is not to be taken as a summary of the information in the Announcement and should not be regarded as a substitute for reading the Announcement in full. Terms defined in the Announcement shall have the same meaning when used in this letter unless otherwise stated.

This letter will be available on the Website as soon as possible and, in any event, by no later than 12 noon on 3 June 2019. The contents of the Website are not incorporated into and do not form part of this letter or the Announcement.

Please note that details held by us in relation to you, including addresses, electronic addresses and certain other information may be provided to potential offerors during the offer period, as required under Section 4 of Appendix 4 of the Takeover Code. Please take note of the summary of disclosure requirements of the Takeover Code within the Announcement and set out in the notes to this letter below.

If you have any administrative questions, contact Barry Greally or Lorraine Espinoza on 020 7284 6080 or email IR@stridegaming.com. You may also request that all future documents, announcements and information to be sent to you in relation to any offer should be in electronic form.

Yours faithfully

Nigel Payne

Chairman

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Company Registration Number: 117876 | Company VAT Number: GB 209 1916 13

Notes

Please be aware that addresses, electronic addresses and certain other information provided by the Company Shareholders, persons with information rights and other relevant persons for the receipt of communications from the Company (e.g. elections to receive communications in a particular form) may be provided to Rank BidCo during the Offer Period as required under Section 4 of Appendix 4 of the Takeover Code to comply with Rule 2.11(c).

Disclosure requirements of the City Code

Under Rule 8.3(a) of the Code, any person who is interested in one per cent or more of any class of relevant securities of an offeree company or of any securities exchange offeror (being any offeror other than an offeror in respect of which it has been announced that its offer is, or is likely to be, solely in cash) must make an Opening Position Disclosure following the commencement of the Offer Period and, if later, following the announcement in which any securities exchange offeror is first identified. An Opening Position Disclosure must contain details of the person's interests and short positions in, and rights to subscribe for, any relevant securities of each of (i) the offeree company and (ii) any securities exchange offeror(s). An Opening Position Disclosure by a person to whom Rule 8.3(a) applies must be made by no later than 3.30 p.m. (London time) on the 10th business day following the commencement of the Offer Period and, if appropriate, by no later than 3.30 p.m. (London time) on the 10th Business Day following the announcement in which any securities exchange offeror is first identified. Relevant persons who deal in the relevant securities of the offeree company or of a securities exchange offeror prior to the deadline for making an Opening Position Disclosure must instead make a Dealing Disclosure.

Under Rule 8.3(b) of the Code, any person who is, or becomes, interested in one per cent or more of any class of relevant securities of the offeree company or of any securities exchange offeror must make a Dealing Disclosure if the person deals in any relevant securities of the offeree company or of any securities exchange offeror. A Dealing Disclosure must contain details of the dealing concerned and of the person's interests and short positions in, and rights to subscribe for, any relevant securities of each of (i) the offeree company and (ii) any securities exchange offeror(s), save to the extent that these details have previously been disclosed under Rule 8. A Dealing Disclosure by a person to whom Rule 8.3(b) applies must be made by no later than 3.30 p.m. (London time) on the Business Day following the date of the relevant dealing.

If two or more persons act together pursuant to an agreement or understanding, whether formal or informal, to acquire or control an interest in relevant securities of an offeree company or a securities exchange offeror, they will be deemed to be a single person for the purpose of Rule 8.3.

Opening Position Disclosures must also be made by the offeree company and by any offeror and Dealing Disclosures must also be made by the offeree company, by any offeror and by any persons acting in concert with any of them (see Rules 8.1, 8.2 and 8.4).

Details of the offeree and offeror companies in respect of whose relevant securities Opening Position Disclosures and Dealing Disclosures must be made can be found in the Disclosure Table on the Takeover Panel's website at www.thetakeoverpanel.org.uk, including details of the number of relevant securities in issue, when the Offer Period commenced and when any offeror was first identified. You should contact the Panel's Market Surveillance Unit on +44 (0)20 7638 0129 if you are in any doubt as to whether you are required to make an Opening Position Disclosure or a Dealing Disclosure.