

THIS DOCUMENT IS IMPORTANT AND REQUIRES YOUR IMMEDIATE ATTENTION.

If you are in any doubt as to the contents of this document or the action you should take, you are recommended to seek your own financial advice immediately from your stockbroker, bank manager, accountant or other independent financial adviser authorised under the Financial Services and Markets Act 2000, if you are in the United Kingdom, or from another appropriately authorised independent financial adviser if you are taking advice in a territory outside the United Kingdom. This document should be read in conjunction with the scheme document published by Gamesys and dated 1 June 2021 (the "Scheme Document") and the prospectus produced by Bally's and made publicly available to Gamesys Shareholders (other than persons in Restricted Jurisdictions) on 1 June 2021 (the "Prospectus"). Unless the context otherwise requires, the definitions in the Scheme Document also apply to this form of election (the "Form of Election"). Please read carefully the terms of the Scheme, as set out in Part 10 of the Scheme Document, which are incorporated in, and form part of, this Form of Election.

This Form of Election is personalised. If you have recently bought Gamesys Shares and, notwithstanding the instructions set out below, you receive this Form of Election from the transferor of such Gamesys Shares, you should note that it cannot be used for the purpose of making an election under the Share Alternative in respect of the acquired Gamesys Shares. Please contact Gamesys Registrar, Computershare Investor Services PLC ("Computershare") on the telephone numbers below to obtain a replacement Form of Election.

If you sell, or have sold or otherwise transferred, all of your Gamesys Shares, you should send the Scheme Document (but not any accompanying personalised documents) 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 transferee. However, such documents should not be forwarded or transmitted in, into or from any jurisdiction where to do so would constitute a violation of the relevant laws of such jurisdiction. If you sell, or have sold or otherwise transferred, only part of your holding of Gamesys Shares, please retain these documents and consult the stockbroker, bank or other agent through whom the sale or transfer was effected.

The distribution of this Form of Election, and the availability of the Share Alternative, to Gamesys Shareholders resident in jurisdictions other than the United Kingdom may be restricted by law and/or regulations. Persons who are not resident in the United Kingdom or who are subject to the laws and regulations of other jurisdictions should inform themselves of, and observe, any applicable requirements, as any failure to comply with such requirements may constitute a violation of the securities laws of any such jurisdiction. To the fullest extent permitted by applicable law, Gamesys, Bally's and Premier Entertainment Combination disclaim any responsibility or liability for the violation of such restrictions by any person. The New Bally's Shares have not been registered under the US Securities Act of 1933 (the "US Securities Act") and will be issued pursuant to the exemption from registration provided by Section 3(a)(10) under the US Securities Act.

FORM OF ELECTION FOR THE SHARE ALTERNATIVE

in respect of the recommended Combination

of

Bally's Corporation

(and Premier Entertainment Sub, LLC an indirect wholly-owned subsidiary ("Premier Entertainment"))

with

Gamesys Group plc

to be effected by means of a Scheme of Arrangement under Part 26 of the Companies Act 2006

Completed and valid Forms of Election must be received by the Election Return Time

(or by such later time or date (if any) as may be announced by Bally's or Gamesys through a Regulatory Information Service)

ACTION TO BE TAKEN

IMPORTANT: If you wish to receive 1,850 pence in cash for each Scheme Share that you hold at the Scheme Record Time and you therefore do not wish to make an election under the Share Alternative, do NOT return this form.

Before completing this Form of Election, please read carefully the section headed "Action to be taken" on pages 15 to 17 of the Scheme Document and Part 5 (Notes for Making Elections under the Share Alternative) on pages 59 to 65 of the Scheme Document.

- If you hold Gamesys Shares in certificated form and you wish to make an election under the Share Alternative please:
 - read the instructions set out on pages 2 and 4 of this Form of Election;
 - complete and sign page 3 of this Form of Election; and
 - return this Form of Election to Computershare either by post using the reply-paid envelope provided or by hand (during normal business hours only) to Computershare at the address below.
- If you hold Gamesys Shares jointly with others, you must arrange for all of your joint holders to sign this Form of Election.
- If you hold Gamesys Shares in both uncertificated and certificated form (that is, both in CREST and not in CREST) and you wish to make an election under the Share Alternative, you must complete a Form of Election for those Gamesys Shares held in certificated form and make an Electronic Election in respect of those Gamesys Shares held in uncertificated form. Similarly, you should complete separate Forms of Election for Gamesys Shares held in certificated form but under different designations. You can obtain further Forms of Election by contacting Computershare on the details set out below.
- A Form of Election which is received in an envelope post-marked in any jurisdiction which Gamesys, Bally's or Premier Entertainment in their sole discretion have determined to be a Restricted Jurisdiction (or otherwise appearing to Gamesys, Bally's or Premier Entertainment or their respective agents to have been sent from any of those jurisdictions), may be rejected as an invalid election.
- If any Form of Election, or Electronic Election instruction, is received after the Election Return Time (or such later time or date (if any) as may be announced by Gamesys through a Regulatory Information Service) or is received before such time and date but is not valid or complete in all respects at such time and date, such election shall, for all purposes, be void (unless Bally's or Premier Entertainment, in their absolute discretion, elect to treat as valid, in whole or in part, any such election) and you will automatically receive 1,850 pence in cash for each Gamesys Share that you hold at the Scheme Record Time as if you had not elected for New Bally's Shares.
- Without prejudice to any other provision of this Form of Election or Part 5 (Notes for Making Elections under the Share Alternative) of the Scheme Document or otherwise, Bally's reserves the right (subject to the terms of the Combination and the provisions of the Takeover Code) to treat as valid in whole or in part any election which is not entirely in order.

DO NOT DETACH ANY PART OF THIS FORM OF ELECTION

Helpline

If you are in any doubt as to how to complete this Form of Election, please contact Computershare between 8:30 a.m. and 5:30 p.m. (London time) Monday to Friday (excluding public holidays in England and Wales) on 0370 889 4098 (or on +44 (0)370 889 4098 if calling from outside the UK). Calls to this number are charged at national rates or, in the case of calls from outside the UK, at the applicable international rate. Calls from a mobile device may incur network extras. Calls may be recorded and randomly monitored for security and training purposes. Please note that Computershare cannot provide advice on the merits of the Combination or any financial, legal or tax advice.

Gamesys Registrar's address is Computershare Investor Services PLC, The Pavilions, Bridgwater Road, Bristol BS99 6AH.

HOW TO COMPLETE THIS FORM

Please follow these instructions when completing the form on page 3

YOU SHOULD NOT COMPLETE THIS FORM IF YOU WISH TO RECEIVE 1,850 PENCE IN CASH FOR EACH GAMESYS SHARE THAT YOU HOLD AT THE SCHEME RECORD TIME AND YOU DO NOT WISH TO MAKE AN ELECTION UNDER THE SHARE ALTERNATIVE

THIS FORM OF ELECTION SHOULD ONLY BE RETURNED IF YOU WISH TO MAKE AN ELECTION UNDER THE SHARE ALTERNATIVE

YOUR NAME, ADDRESS AND HOLDING OF GAMESYS SHARES AS AT 27 MAY 2021

This section shows your address as set out in the Gamesys register of members as at 27 May 2021.

Box A shows the number of Gamesys Shares held by you in certificated form as at 27 May 2021.

If these details are not correct, please contact Computershare between 8:30 a.m. and 5:30 p.m. (London time) Monday to Friday (excluding public holidays in England and Wales) on 0370 889 4098 (or on +44 (0)370 889 4098 if calling from outside the UK). Calls to this number are charged at national rates or, in the case of calls from outside the UK, at the applicable international rate. Calls from a mobile device may incur network extras. Calls may be recorded and randomly monitored for security and training purposes. Please note that Computershare cannot provide advice on the merits of the Combination or any financial, legal or tax advice.

1**TO MAKE AN ELECTION UNDER THE SHARE ALTERNATIVE****1.1 TO ELECT TO RECEIVE NEW BALLY'S SHARES IN PLACE OF YOUR CASH ENTITLEMENT OF 1,850 PENCE FOR EACH GAMESYS SHARE**

To elect to receive New Bally's Shares in place of all or part of the cash consideration to which you would otherwise be entitled under the terms of the Combination, you should insert in Box 1 either "ALL" or the number of Gamesys Shares in respect of which you wish to receive New Bally's Shares.

1.2 MAXIMUM NUMBER OF GAMESYS SHARES IN RESPECT OF WHICH ELECTIONS CAN BE MADE

The Gamesys Shares entered in Box 1 must not exceed the number of certificated Gamesys Shares of which you are the registered holder at the Scheme Record Time. If the number entered in Box 1 exceeds the number of certificated

Gamesys Shares of which you are the registered holder at the Scheme Record Time then, provided that you have made a valid Share Alternative Election, you will be treated as having made a Share Alternative Election in respect of all the Scheme Shares which you hold immediately prior to the Scheme Record Time.

Elections will only be accepted in respect of whole numbers of Gamesys Shares. Any Share Alternative Election which is made in respect of a number of Gamesys Shares which is not a whole number shall be deemed to have been made in respect of the nearest whole number of Gamesys Shares when rounded down.

1.3 PURCHASE OR SALE OF GAMESYS SHARES AFTER HAVING MADE A SHARE ALTERNATIVE ELECTION

Please refer to the notes in Part 5 (*Notes for making elections under the Share Alternative*) on page 61 of the Scheme Document for details of the consequences should you acquire or dispose of Gamesys Shares after having made a Share Alternative Election.

1.4 INVALID ELECTIONS

If your election for New Bally's Shares under the Share Alternative is invalid or deemed to be invalid, for any reason, you will receive your entitlement to the cash consideration of 1,850 pence for each Gamesys Share that you hold at the Scheme Record Time as if you had not elected for New Bally's Shares.

2**SIGNATURES**

All Gamesys Shareholders who are individuals should sign and date this Form of Election in Box 2 in the presence of an independent witness who should sign this Form of Election and insert their name and address. The independent witness must be at least 18 years of age and must not be a joint holder of Gamesys Shares. If this Form of Election is not signed by the registered holder(s), insert the name(s) and capacity (e.g. executor) of the person(s) signing this Form of Election. The person signing this Form of Election should provide evidence of their authority. If this Form of Election is signed under a power of attorney, the original power of attorney (or a duly certified copy) should accompany this Form of Election. This Form of Election shall be a binding legal contract when executed by you (or whoever signs on your behalf) and any joint holders.

A company may execute this Form of Election under its common seal, the seal being affixed and witnessed in accordance with its articles of association or other regulations. Alternatively, this Form of Election may be executed on behalf of a company by two directors of the company, a director of the company and the company secretary or a director of the company in the presence of a witness who attests the signature. A company incorporated outside the United Kingdom may sign in accordance with the provisions of the Overseas Companies (Execution of Documents and Registration of Charges) Regulations 2009. In all cases, the name of the company must be inserted above the signatures.

This Form of Election should not be signed in or sent from a Restricted Jurisdiction.

The provisions of this Form of Election are governed by, and will be construed in accordance with, English law.

3**ALTERNATIVE ADDRESS**

If you wish to notify Computershare of a change of address or wish the consideration and/or any return documents to be sent to someone other than the sole or first named registered holder at the address set out at the top of page 3, insert in Box 3 in BLOCK CAPITALS your new address or the name and address of the person or agent (e.g. your bank) in the UK to whom you wish the consideration or return documents to be sent.

4**CONTACT DETAILS**

Please insert in Box 4 a telephone number on which you can be contacted during normal working hours.

FORM OF ELECTION

PLEASE COMPLETE (IN BLACK INK AND BLOCK CAPITALS) AS EXPLAINED ON PAGES 2 AND 4

IF YOU WISH TO RECEIVE 1,850 PENCE IN CASH FOR EACH GAMESYS SHARE THAT YOU HOLD AT THE SCHEME RECORD TIME AND DO NOT WISH TO MAKE AN ELECTION FOR NEW BALLY'S SHARES UNDER THE SHARE ALTERNATIVE, DO NOT RETURN THIS FORM

Name and Address(es) of Registered Shareholder(s):

BOX A Number of Gamesys Shares held as at 27 May 2021

SRN:

1	<p>TO RECEIVE NEW BALLY'S SHARES UNDER THE SHARE ALTERNATIVE</p> <p>Complete BOX 1 and then sign BOX 2 as explained on pages 2 and 4. The number in BOX 1 must not exceed the number of certificated Gamesys Shares of which you are the registered holder at the Scheme Record Time.</p>	<p>BOX 1</p> <p>Insert ALL or the number of certificated Gamesys Shares for which you wish to receive New Bally's Shares under the Share Alternative:</p>

2	<p>SIGNATURE CONFIRMING YOUR ELECTIONS EXECUTED AND DELIVERED AS A DEED BY:</p> <p>EXECUTION BY INDIVIDUAL(S):</p>																										
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;">Signature(s) of Gamesys Shareholders:</th> <th style="width: 15%;">Date:</th> <th style="width: 30%;">Name and address of Witness:</th> <th style="width: 15%;">Signature of Witness:</th> <th style="width: 10%;">Date:</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>.....</td> <td>.....</td> <td>.....</td> <td>.....</td> </tr> <tr> <td>2</td> <td>.....</td> <td>.....</td> <td>.....</td> <td>.....</td> </tr> <tr> <td>3</td> <td>.....</td> <td>.....</td> <td>.....</td> <td>.....</td> </tr> <tr> <td>4</td> <td>.....</td> <td>.....</td> <td>.....</td> <td>.....</td> </tr> </tbody> </table>	Signature(s) of Gamesys Shareholders:	Date:	Name and address of Witness:	Signature of Witness:	Date:	1	2	3	4	
Signature(s) of Gamesys Shareholders:	Date:	Name and address of Witness:	Signature of Witness:	Date:																							
1																							
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Note: all Gamesys Shareholders who are individuals should sign and date this Form of Election in accordance with the instructions in paragraph 2 on page 2 of this Form of Election.

Signing under Power of Attorney. If you are signing under power of attorney, please put a cross in the box and attach the original power of attorney (or a copy thereof duly certified in accordance with the Powers of Attorney Act 1971).

EXECUTION BY A COMPANY: Executed and delivered as a deed by the company named below*:

<div style="border: 1px solid black; border-radius: 50%; width: 40px; height: 40px; margin: 0 auto; display: flex; align-items: center; justify-content: center;"> <p style="font-size: 8px; margin: 0;">Affix Company Seal here</p> </div>	Name of Company	Name of Director
	Signature	Name of Director/Secretary/Witness*
	Signature
		Witness address (if required)
	

*Delete as appropriate

3	<p>CHANGE OF ADDRESS OR ALTERNATIVE ADDRESS FOR CONSIDERATION (TO BE COMPLETED IN BLOCK CAPITALS)</p> <p>If you are confirming a change of address please put a cross in the box opposite in black ink and complete your details below:</p>	<input type="checkbox"/>
	<p>If you would like the consideration sent to an alternative address to that shown at the top of this Form of Election please put a cross in the box opposite in black ink and insert the address details below:</p>	<input type="checkbox"/>
	Name:	House number/name:
	Address:	
	Country:	Post Code:

4	<p>CONTACT DETAILS</p> <p>Telephone number on which you can be contacted during normal working hours (including area code):</p>	<div style="border: 1px solid black; width: 100%; height: 20px;"></div>
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NOTES REGARDING THE COMPLETION AND LODGING OF THIS FORM OF ELECTION

In order to be valid, this Form of Election must (except as described below) be signed personally by the registered Gamesys Shareholder or by all the joint registered Gamesys Shareholders.

(1) If a registered Gamesys Shareholder is away from home (e.g. abroad or on holiday)

Subject to the instructions relating to Overseas Shareholders mentioned in note (8) below, send this Form of Election by the quickest means (e.g. first class mail) to the Gamesys Shareholder for execution or, if the relevant Gamesys Shareholder has executed a power of attorney, have this Form of Election signed by the attorney. In the latter case, you should follow the instructions in note (4) below.

(2) If the sole registered Gamesys Shareholder has died

If probate or letters of administration has/have been registered with Gamesys, this Form of Election must be signed by the personal representative(s) of the deceased and returned to Computershare. If probate or letters of administration has/have not been registered with Gamesys, the personal representative(s) should sign this Form of Election and forward it to Computershare together with evidence of that personal representative's authority to sign by the Election Return Time (or by such later time or date (if any) as may be announced by Bally's or Gamesys through a Regulatory Information Service).

(3) If one of the registered Gamesys Shareholders in a joint account has died

The surviving registered Gamesys Shareholder(s) should complete this Form of Election and return it to Computershare accompanied by a copy of the death certificate and the relevant probate or letters of administration of the deceased Gamesys Shareholder. These documents will be returned as directed.

(4) If this Form of Election is signed under a power of attorney

The completed Form of Election should be returned to Computershare accompanied by the original power of attorney (or a duly certified copy, as provided in the Powers of Attorney Act 1971) by the Election Return Time (or by such later time or date (if any) as may be announced by Gamesys through a Regulatory Information Service). The power of attorney will be noted and returned.

(5) If the registered Gamesys Shareholder does not return this Form of Election

If the registered Gamesys Shareholder does not return this Form of Election to Computershare by the Election Return Time (or by such later time or date (if any) as may be announced by Bally's or Gamesys through a Regulatory Information Service), or does not make or is not deemed to have made a valid election using this Form of Election, he/she will receive 1,850 pence in cash for each Gamesys Share that he/she holds at the Scheme Record Time.

(6) Form and validity of Forms of Election

Bally's will determine all questions as to form and validity, including the timing of receipt, of any Forms of Election in its absolute discretion and may, if they so determine, accept a Form of Election which is received after the relevant time or which is not correctly completed. None of Gamesys or Bally's or any other person will be under any duty to give notice of any defect or irregularity in any Form of Election or incur any liability for failure to give any such notification.

(7) Number of Gamesys Shares held by you at the Scheme Record Time

Box A shows the number of Gamesys Shares held by you at 6:00 p.m. on 27 May 2021. If you do not buy, sell or transfer any Gamesys Shares between that date and the Scheme Record Time then this number will be the number of Gamesys Shares you will hold at the Scheme Record Time and for which you may make an election. If you do buy, sell or transfer, or propose to sell or transfer any Gamesys Shares you should take care to ensure that your election is still made in respect of the number of Gamesys Shares that will be registered in your name(s) at the Scheme Record Time.

(8) Overseas Shareholders

The attention of Overseas Shareholders is drawn to paragraph 23 of Part 2 (*Explanatory Statement*) of the Scheme Document. Overseas Shareholders should consult their professional advisers to ascertain whether the Combination will be subject to any restrictions or require compliance with any formalities imposed by the laws or regulations of, or anybody or authority located in, the jurisdictions in which they are resident. The availability of the Share Alternative to Overseas Shareholders in Restricted Jurisdictions may be affected by the laws of the relevant jurisdictions in which they are resident. If you elect to receive New Bally's Shares, you hereby represent and warrant that you are not a person (including an individual, partnership, unincorporated syndicate or organisation, incorporated association, trust, trustee, executor, administrator or other legal representative) in or resident in any Restricted Jurisdiction and that you will not be acquiring, and will not be holding, the New Bally's Shares for the account or benefit of such a person or with a view to the offer, sale, re-sale, delivery or transfer, directly or indirectly, of such New Bally's Shares in or into any Restricted Jurisdiction.

In addition, the distribution of this Form of Election, the Scheme Document or the Prospectus in certain jurisdictions may be restricted by law. Persons into whose possession this Form of Election, the Scheme Document or the Prospectus comes should inform themselves about and observe any legal requirements applicable to their relevant jurisdiction.

(9) General

If you have returned a Form of Election and subsequently wish to withdraw or amend that election, please contact Computershare in writing by no later than 1:00 p.m. on the Election Withdrawal Deadline, or by such later time or date (if any) as may be announced by Bally's or Gamesys through a Regulatory Information Service. Please clearly specify whether you would like to withdraw or amend the election that you have made and ensure that your request contains an original signature. Any written requests of this nature should be sent by post to Computershare, The Pavilions, Bridgwater Road, Bristol BS99 6AH.

If you have any questions in relation to the completion and return of the Form of Election, please contact Computershare between 8:30 a.m. and 5:30 p.m. (London time) Monday to Friday (excluding public holidays in England and Wales) on 0370 889 4098 (or on +44 (0)370 889 4098 if calling from outside the UK). Calls to this number are charged at national rates or, in the case of calls from outside the UK, at the applicable international rate. Calls from a mobile device may incur network extras. Calls may be recorded and randomly monitored for security and training purposes. Please note that Computershare cannot provide advice on the merits of the Combination or any financial, legal or tax advice.

DO NOT RETURN THIS FORM IF YOU DO NOT WISH TO MAKE AN ELECTION UNDER THE SHARE ALTERNATIVE.