



10 December 2025

**For immediate release**

**THIS ANNOUNCEMENT CONTAINS INSIDE INFORMATION**

**evoke Plc**  
**("evoke", the "Company", or the "Group")**

### **Strategic Review**

Further to the Company's announcement on 26 November 2026, and following recent media speculation, the board of directors of the Company confirms it has decided to undertake a review of the Company's strategic options, which will include the consideration of a range of potential alternatives to maximise shareholder value, including, but not limited to a potential sale of the Group, or some of the Company's assets and/or business units.

The board has appointed Morgan Stanley & Co. International plc and Rothschild & Co as its joint financial advisers in connection with the strategic review.

Shareholders are advised that there is no certainty that any transaction will materialise, nor as to the terms of any transaction.

Further announcements will be made when and if appropriate.

#### **Enquiries and further information:**

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#### **About evoke Plc:**

evoke plc (and together with its subsidiaries, "evoke" or the "Group") is one of the world's leading betting and gaming companies. The Group owns and operates internationally renowned brands including William Hill, 888, and Mr Green. Incorporated in Gibraltar, and headquartered and listed in London, the Group operates from offices around the world.

The Group's vision is to make life more interesting and its mission is to delight players with world-class betting and gaming experiences.

Find out more at: <https://www.evokeplc.com>

#### **Further information:**

Morgan Stanley & Co. International plc ("**Morgan Stanley**"), which is authorised by the Prudential Regulation Authority ("**PRA**") and regulated by the PRA and the Financial Conduct Authority ("**FCA**") in the United Kingdom, is acting exclusively for evoke and for no one else in connection with the strategic review and neither Morgan Stanley nor any of its affiliates, nor their respective directors, officers, employees or agents will be responsible to anyone other than evoke for providing the protections afforded to its clients or for providing advice in relation to the contents of this announcement or any other matters referred to in this announcement.

#### **The City Code on Takeovers and Mergers**

The City Code on Takeovers and Mergers (the "**Code**") does not apply to the Company as it is registered in Gibraltar. As a result, a takeover offer for the Company will not be regulated by the UK Panel on Takeovers and Mergers (the "**Panel**"). The Company's articles of association contain certain takeover-related provisions, although these do not

provide the full protections afforded by the Code and the enforcement of such provisions is the responsibility of the Company, not the Panel. Accordingly, shareholders of the Company are reminded that the Panel does not have responsibility, in relation to the Company, for ensuring compliance with the Code and is not able to answer shareholders' questions in that regard.

In particular, public disclosures consistent with the provisions of Rule 8 of the Code (as if it applied to the Company) should not be emailed to the Panel, but as described below, released directly through a Regulatory Information Service.

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