



## NBCUniversal in the U.K.

Owned by Comcast Corporation, NBCUniversal is one of the world's leading media and entertainment companies with more than 1,300 employees in the U.K.

NBCUniversal's international operations cover the world outside the U.S. and Canada and include:

- Film and TV production businesses
- Film and TV sales and distribution
- Theatrical and home entertainment distribution
- International entertainment TV channels, on-demand and OTT services
- CNBC International, which broadcasts across EMEA and APAC
- Theme parks in Japan and Singapore and a park in development in China; and
- An international NBC News team based in London.

The U.K. has a history of strength in the creative industries, with numerous creative and production talent and facilities. The business friendly environment and robust legal framework concerning intellectual property, as well as the U.K.'s connections to European, U.S., and other international audio-visual sectors make the U.K. market an attractive investment destination for companies like NBCUniversal.

As a producer, NBCUniversal has invested more than \$1 billion in film and TV productions in the U.K. over the past three years in a wide variety of content. This includes films such as *Jurassic World: Fallen Kingdom* and *Jason Bourne* as well as TV programs such as *Downton Abbey*, *The Last Kingdom* and *Made In Chelsea*. In addition to big budget feature films, NBCUniversal has also produced in the U.K. critically acclaimed and award-winning films such as *The Theory of Everything*, *The Danish Girl*, and, most recently, *Darkest Hour*. Our U.K. based production businesses include Working Title Films, Focus Features, Carnival Films, and Monkey Kingdom.

Across NBCUniversal's range of entertainment and business news TV channels, NBCUniversal has Ofcom and other broadcasting licenses, covering linear TV channels with a variety of country-specific feeds broadcasting into different countries.

We also have multiple On Demand services registered in the U.K. for the distribution of on-demand audio-visual services across a variety of outlets and platforms. These services include hayu, E!, Universal Channel, and Syfy.

hayu is a standalone all-reality subscription OTT service, launched in the U.K, Ireland, and Australia in 2016 which has now been rolled out in the Nordics.

### Important information

Not for release, publication or distribution, directly or indirectly, in whole or in part in, into or from any jurisdiction where to do so would constitute a violation of the relevant laws or regulations of that jurisdiction.

This document is not an announcement of a firm intention to make an offer under Rule 2.7 of the City Code on Takeovers and Mergers (the "Code") and there can be no certainty that an offer will be made.

This document is not intended to and does not constitute an offer to buy or the solicitation of an offer to subscribe for or sell or an invitation to purchase or subscribe for any securities or the solicitation of any vote in any jurisdiction.

### Important information for U.S. Sky shareholders

Sky is a public limited company incorporated in England. If an offer is made for Sky, it would be made in the United States in compliance with the applicable U.S. tender offer rules under the U.S. Securities Exchange Act of 1934, as amended (the "U.S. Exchange Act"), including Regulation 14E thereunder, and otherwise in accordance with

the requirements of English law. Accordingly, any offer will be subject to disclosure and other procedural requirements, including with respect to withdrawal rights, the offer timetable, settlement procedures and timing of payments that are different from those applicable under U.S. domestic tender offer law and practice. Sky's financial information, including any included in any offer documentation, will not have been prepared in accordance with U.S. GAAP, or derived therefrom, and may therefore differ from, and not be comparable with, financial information of U.S. companies.

Comcast and its affiliates or brokers (acting as agents for Comcast or its affiliates, as applicable) may from time to time, and other than pursuant to any offer for Sky that is commenced, directly or indirectly, purchase, or arrange to purchase outside the United States, shares in Sky or any securities that are convertible into, exchangeable for or exercisable for such shares before or during the period in which any offer remains open for acceptance, to the extent permitted by, and in compliance with, Rule 14e-5 under the U.S. Exchange Act and in compliance with the Code. These purchases may occur either in the open market at prevailing prices or in private transactions at negotiated prices. Information about any such purchases or arrangements to purchase that is made public in accordance with English law and practice will be available to all investors (including in the United States) via the Regulatory News Service on [www.londonstockexchange.com](http://www.londonstockexchange.com).

If any offer for Sky is consummated, the transaction may have consequences under U.S. federal income tax and applicable U.S. state and local, as well as foreign and other, tax laws for Sky shareholders. Each shareholder is urged to consult his or her independent professional adviser regarding the tax consequences of any offer.