

EVERCORE

The Board of Directors
Comcast Corporation
Comcast Center
1701 JFK Boulevard
Philadelphia, PA 19103

The Board of Directors
Comcast Bidco Limited
1 Central St. Giles
St. Giles High Street
London, WC2H 8NU

13 July 2018

Dear Sirs,

Recommended Superior Cash Offer Document

We refer to the Recommended Superior Cash Offer Document (“Recommended Offer Document”) to be sent by Comcast Bidco Limited, an indirect wholly owned subsidiary of Comcast Corporation to Sky plc (“Sky”) shareholders in connection with the recommended offer by Comcast Bidco Limited to acquire the entire issued and to be issued share capital of Sky.

We hereby consent to the issue of the Recommended Offer Document with the inclusion therein of our names in the form and context in which they appear in the draft of the Recommended Offer Document which is attached to this letter.

Yours faithfully,



Edward Banks
Senior Managing Director
For and on behalf of Evercore Partners International LLP



Daniel B. Mendelow
Senior Managing Director
For and on behalf of Evercore Group L.L.C.