THE TAKEOVER PANEL

OFFERS BY

COMCAST CORPORATION ("COMCAST")

AND

TWENTY-FIRST CENTURY FOX INC. ("FOX")

FOR

SKY PLC ("SKY")

On 20 September 2018, the Panel Executive announced that, in accordance with Rule 32.5 of the Takeover Code, it had established an agreed auction procedure (the "Auction Procedure") for the resolution of the competitive situation in relation to Sky.

The Auction Procedure has ended and the offers of Comcast and Fox following its conclusion are as follows:

Comcast: £17.28 per Sky ordinary share

Fox: £15.67 per Sky ordinary share

22 September 2018