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#### Box 8

# **ONLY SIGN HERE IF YOU HAVE** SOLD OR TRANSFERRED ALL OR PART OF YOUR EXISTING **ORDINARY SHARES**

I/We hereby declare that I/we have sold or transferred all or part of the holding of Existing Ordinary Shares set out in Box 1 prior to 8.00 a.m. on 9 November 2017

Signature 1

Signature 2
Signature 3
Signature 4
ALL JOINT HOLDERS MUST SIGN.
A BODY CORPORATE SHOULD
EXECUTE THIS UNDER ITS
COMMON SEAL OR OTHERWISE IN
ACCORDANCE WITH APPLICABLE
STATUTORY REQUIREMENTS.

			Воз	k 10	)			
If you wish to use a lodging agent, please mark a cross in the box								
Lodging /	Agen	t's Na	ame					
House Number								
Post Cod	е			_				

### Box 9

# NOT FOR USE BY THE PERSON(S) NAMED ON PAGE 1

IN THE EVENT OF THE SALE OF ANY OF THE EXISTING ORDINARY SHARES SET OUT IN BOX: PRIOR TO 8.00 A.M. ON 9 NOVEMBER 2017, THIS BOX 9 SHOULD BE COMPLETED BY THE APPLICANT FOR THE OFFER SHARES (I.E. THE PERSON TO WHOM SUCH SHARES HAVE BEEN TRANSFERRED) AND CONSTITUTES AN APPLICATION ON THE TERMS SET OUT HEREIN AND IN THE CIRCULAR.

Title	Name(s) in full	Signature
Full postal address of first named app	olicant or full registration of corpo	prate body

# **Box 11 CREST DEPOSIT FORM**

This form should only be completed by either (i) the person(s) named on page 1 (where such person(s) is/are a CREST member) if he or she wishes to convert the Open Offer Entitlement shown in Box 2 into uncertificated form (that is, to deposit them in CREST) or (ii) the person (or persons jointly) entitled to the Open Offer Entitlement by virtue of a bona fide market claim and who (being a CREST member) wish(es) to hold the Open Offer Entitlements shown in Box 2 in uncertificated form and, in such case, Box 8 must have been duly completed or marked "Declaration of sale or transfer duly made". Do not complete Box 9 if you are completing the CREST Deposit Form

Counter Location Stamp (a)	SDRN (b) Bar Code or Reference				
Full name(s) of the person(s) who wish(es) to o	convert the Open Offer Entitlement into uncerti	ficated form. Such person(s) must be a CREST member (c)			
Participant ID (d)	Member Account ID (d)	Stamp of depositing CREST participant(s) (e)			

I/We (being the person(s) lodging this form) request you to enter on the relevant register of securities that the Open Offer Entitlement shown in Box 2 is held in uncertificated form by the CREST member specified above as a result of conversion of such Open Offer Entitlements into uncertificated

Notes for the completion of this form

- (a) The Counter Location Stamp identifies the CCSS Counter where this letter has been processed and applied by the Courier.
- The Stock Deposit Reference Number (SDRN) should be written or bar-coded in this space.
- No address is required as the CREST member will be identifiable by its participant ID.
- Insert the participant ID of the CREST member to whom this letter has been transferred and the member account ID under which the Open Offer Entitlements will be held in CREST.
- This should contain the Broker ID of the depositing CREST participant.

By delivering this letter to Euroclear, the depositing CREST participant authorises Euroclear to deliver this letter to the Company and agrees to be deemed for all purposes to be the person(s) actually delivering this letter. Euroclear is delivering this letter at the direction and on behalf of the depositing CREST participant whose stamp appears herein and does not in any manner or to any extent warrant or represent the validity, genuineness or correctness of the instructions contained herein or the genuineness of the signature(s) of the transferor(s).

Black&Callow - C113533

THIS APPLICATION FORM IS IMPORTANT AND REQUIRES YOUR IMMEDIATE ATTENTION. THIS APPLICATION FORM IS PERSONAL TO THE SHAREHOLDER(S) NAMED IN IT AND MAY NOT BE ASSIGNED OR TRANSFERRED OR SPLIT (EXCEPT TO SATISFY BONA FIDE MARKET CLAIMS). IT IS NOT A NEGOTIABLE

DOCUMENT AND CANNOT BE TRADED. If you have sold or transferred some or all of your holding of Existing Ordinary Shares, prior to the ex-entitlement date, please read and comply with the instructions for transfer and splitting of Application Forms set out herein.

This Application Form and the accompanying documents must not be taken, transmitted, distributed or sent, directly or indirectly, in, or into, the United States of America, Canada, Australia, Japan. the Republic of Ireland or South Africa or transmitted, distributed or sent to, or by, any national, resident or citizen of such countries (together, the "Restricted Jurisdictions"). The Offer Shares have not been and will not be registered under the Securities Act or the securities laws of any State of the United States and may not be offered or sold in the United States absent registration with the US Securities and Exchange Commission, except in reliance on an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act. The Company does not intend to conduct any public offering of the Shares in the United States or any of the other Restricted Jurisdictions. The New Ordinary Shares have not been and will not be registered or qualified under the relevant laws of any state, province or territory of any of the Restricted Jurisdictions and may not be offered, sold, resold, transferred, delivered or distributed, directly or indirectly, in, into or within any of the Restricted Jurisdictions except pursuant to an applicable exemption from the relevant registration or qualification requirements.

IF YOU ARE IN ANY DOUBT ABOUT THE ACTION YOU SHOULD TAKE, YOU ARE RECOMMENDED TO SEEK YOUR OWN PERSONAL FINANCIAL ADVICE IMMEDIATELY FROM YOUR

STOCKBROKER, BANK MANAGER, SOLICITOR, ACCOUNTANT, FUND MANAGER OR OTHER INDEPENDENT FINANCIAL ADVISER

authorised under the Financial Services and Markets Act 2000 if you are resident in the United Kingdom. If you are not resident in the United Kingdom, you should seek advice from another appropriate authorised independent adviser. Information on Science in Sport and full details of the Open Offer are set out in the Circular relating to the New Ordinary Shares dated 14 November 2017 (the "Circular"), which should be read carefully before any action is taken. Terms defined in the Circular have the same meanings when used in this Application Form and the terms and conditions of the Open Offer set out in the Circular also apply to this Application Form. Copies of the Circular are available for inspection and can be obtained at the Company's registered address

UK		0333 207 6573					
Overse	as	+44 121 415 0870					

# Science in Sport plc

(Incorporated in England and Wales with registered no. 08535116)

Capital raising by Science in Sport plc (the "Company") by way of a Firm Placing and Open Offer to Qualifying Shareholders to apply for 1 Offer Share for every 32 Existing Ordinary Shares at 70 pence per Offer Share payable in full on application to be received by no later than 11 a.m. on 30 November 2017 Box 2

Number of Existing Ordinary Shares registered in your name(s) at 6.00 p.m. on 9 November 2017 (Record Date)		Number of Offer Shares comprising your Open Offer Entitlement (entitlement rounded down to the nearest whole number)			Amount payable at 70 pence per Offer Share if you apply for your Open Offer Entitlement in full (set out in Box 2)		
Box 4  Number of Offer Shares for which application is being made pursuant to your Open Offer	Box 5  Number of Offer Shares (if any) for which application is being made under the Excess Application			Box 6 Total number of Offer Shares for which application is being made (Box 4 + 5)		Box 7 Amount enclosed	
Entitlement (up to the maximum shown in Box 2)	Facility <sup>(1)</sup>					(Box 6 x 70 pence)	

(1) Application may be made for any whole number of Offer Shares up to and including the maximum amount of Offer Shares available pursuant to the Open Offer (being 1,425,420 Offer Shares) less your Open Offer Entitlement (the amount

Box 1

- There are 4 choices:

  1. If you only wish to apply for your Open Offer Entitlement in full (as shown in Box 2) please sign, date and return this Application Form, together with a Pounds Sterling cheque or banker's draft for the sum set out in Box 3.

  If you wish to apply under the Excess Application Facility for more than your Open Offer Entitlement (up to and including the maximum amount of Offer Shares available pursuant to
- the Open Offer (being 1,425,420 Offer Shares) less your Open Offer Entitlement (the amount shown in Box 2)), please complete Boxes 4 (which must be equal to the number of Offer Shares in Box 2), 5, 6 and 7 and then sign, date and return this Application Form, together with a Pounds Sterling cheque or banker's draft for the sum inserted by you in Box 7. If, under the Excess Application Facility, you apply for more than your Open Offer Entitlement and your application under the Excess Application Facility is not satisfied in whole or in part, you confirm that the Company as your agent is authorised to return that part of the excess application money which relates to the additional Offer Shares which are not allotted to you, without payment of interest to you, by post or return funds direct to the account of the bank or building society on which the relevant cheque or bankers draft was
- If you wish to apply for less than your Open Offer Entitlement, please complete Boxes 4 (this should show the number of Offer Shares for which you want to apply) and 7 and then sign, date and return this Application Form, together with a Pounds Sterling cheque or banker's draft for the sum inserted by you in Box 7.

	if you want to apply for Offer Shares. All joint	
		OR OFFER SHARES ON THE TERMS AND CONDITIONS SET OUT IN THIS APPLICATION FORM AND ATIONS AND WARRANTIES SET OUT THEREIN AND IN THIS APPLICATION FORM
Signature First Holder/Director Signature Third Holder (if any)		Signature Second Holder (if any)/Director or Secretary Signature Fourth Holder (if any) Date
A corporate shareholde	r should execute this instruction under its	common seal or otherwise in accordance with applicable statutory requirements
Evenuted and delivered a		Place an "X" in the box if you are affixing a company seal
POWER OF ATTORNEY If signing under a power of	s a deed by the company named above of attorney or other authority please put your finey with this Application Form	full name here and enclose the original or a duly certified
	ication Form, please add the details of your boxes provided. Please ensure that your osed with this form.	Bank Account Number Cheque Number
public holidays). Calls to the	helpline from outside the UK will be charged a	c). Lines are open from between 8.30 a.m. to 5.30 p.m. (UK time) Monday to Friday (excluding English and Wel at the applicable international rate. Please note that calls may be recorded and randomly monitored for secure.

and training purposes. Please note that Equiniti Limited cannot provide advice on the merits of the Proposals nor give financial, tax, investment or legal advice

#### page 2

# INSTRUCTIONS FOR AND NOTES ON COMPLETION OF THIS APPLICATION FORM

#### FURTHER INFORMATION

The full terms and conditions of the Open Offer are set out in Part 3 of the Circular.

1. This Application Form does not constitute an offer to sell or issue, or the solicitation of an offer to buy or to subscribe for, Offer Shares in the United States or any other Restricted Jurisdiction and any failure to comply with these restrictions may constitute a violation of applicable securities laws in such jurisdictions. The Offer Shares have not been and will not be registered under the Securities Act or the securities laws of any State of the United States and may not be offered or sold in the United States absent registration with the US Securities and Exchange Commission, except in reliance on an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act. The Company does not intend to conduct any public offering of the Ordinary Shares in the United States or any of the other Restricted Jurisdictions. The Open Offer

Shares have not been and will not be registered or qualified under the relevant laws of any state, province or territory of any of the Restricted Jurisdictions and may not be offered, sold, resold, transferred, delivered or distributed, directly or indirectly, in, into or within any of the Restricted Jurisdictions except pursuant to an applicable exemption from the relevant registration or qualified under the relevant laws of any state, province or territory of any of the Restricted Jurisdictions and may not be offered, sold, resold, transferred, delivered or distributed, directly or indirectly, in, into or within any of the Restricted Jurisdictions except pursuant to an applicable exemption from the relevant registration or qualification requirements.

If you have sold or transferred all of your registered holding of Existing Ordinary Shares before 9 November 2017, please complete Box 8 on page 4 of this Application Form, read the instructions and may not be submitted or otherwise transferee or to the stockbroker, bank or other agent through whom the sale or transfer was effected, for delivery to the purchaser or transferee (save that the Application Form should not be submitted or otherwise transferred in, into or within the United States or any other Restricted Jurisdiction). If you have sold or transferred only part

of your holding prior to 9 November 2017 please see the instructions for transfer and splitting below.

The Open Offer is not a rights issue. Qualifying Shareholders should be aware that in the Open Offer, unlike a rights issue, any Offer Shares not applied for by Qualifying Shareholders under the Open Offer will not be ssued by the Company as the Open Offer is not underwritten.

# INFORMATION ON HOW TO COMPLETE THIS FORM

1. Completed Application Forms should be posted in the accompanying pre-paid envelope, to Equiniti Limited, Corporate Actions, Aspect House, Spencer Road, Lancing, West Sussex BN99 6DA or delivered by hand (during normal business hours only) to Equiniti Limited, Corporate Actions, Aspect House, Spencer Road, Lancing, West Sussex BN99 6DA (who will also act as Receiving Agent in relation to the Open Offer) together with a cheque or banker's draft in respect of the number of Offer Shares applied for so as to be received by Equiniti Limited by no later than 11 a.m. on 30 November 2017, after which time Application Forms will not be valid (subject to certain exceptions). Application Forms delivered by hand will not be checked on receipt and no receipt will be provided. Qualifying Non-CREST Shareholders should note that applications, once made will be irrevocable and receipt thereof will not be acknowledged. If an Application Form is being sent by first-class post in the United Kingdom, you are recommended to allow at least four Business Days for delivery. All

documents or remittances sent by or to an applicant, or as he or she may direct, will be sent through the post at his or her risk.

Applications may be made for Offer Shares in excess of your Open Offer Entitlement (as shown in Box 2). If you wish to apply for more than your Open Offer Entitlement, you should complete Boxes 4, 5, 6 and 7.

All payments must be made by cheque or banker's draft in Pounds Sterling payable to 'Equiniti Limited re: Science in Sport Open Offer' and crossed 'A/C payee only.' Payments via CHAPS, BACS or electronic transfer will not be accepted. Cheques or banker's drafts must be drawn on a bank or building society or branch of a bank or building society in the United Kingdom or Channel Islands which is either a settlement member of the Cheque and Credit Clearing Company Limited or which has arranged for its cheques and banker's drafts to be cleared through the facilities provided by any of those companies and must bear the appropriate sort code in the top right-hand corner and must be for the full amount payable on application. Third-party cheques may not be accepted with the exception of building society cheques or banker's drafts where the building society or bank has inserted details of the full name of the building society or bank account holder and has added the building society or bank branch stamp. The account name should be the same as that shown on the Application Form. Post-dated cheques will not be accepted.

Payments via CHAPS, BACS or electronic transfer will not be accepted. The Company reserves the right to instruct Equiniti to seek special clearance of cheques and banker's drafts to allow the Company to obtain value Fraginatis via cli Ar-3, BAGS of electronic dataset with rot be accepted. The Company reserves the right to historic equilinit of seek special clearance of electronic datasets and behavior of remittances at the earliest opportunity. No interest will be paid on payments made before they are due. It is a term of the Open Offer that cheques shall be honoured on first presentation and the Company may elect to treat as invalid applications in respect of which cheques are not so honoured.

An individual must sign the Application Form. A corporation should execute this Application Form under seal or as a deed or sign under the hand of a duly authorised officer who should state his/her capacity and any

person(s) authorised by a corporation incorporated outside Great Britain may sign in accordance with the laws of the territory in which the relevant company is incorporated. In each case, execution should be expressed to be by the company. In the case of joint holders, all must sign. If this Application Form is signed under a power of attorney, such power of attorney or a duly certified copy thereof must accompany this Application Form may be assigned, transferred or split, but only to satisfy bona fide market claims up to 3.00 p.m. on 28 November 2017 and may be consolidated. Instructions for assigning, transfer, splitting and

consolidation are set out below. 8. It is expected that definitive certificates in respect of the Offer Shares in certificated form will be despatched to the registered address of the sole or first named Shareholder at the first address shown on page 1 or, where Box 8 has been completed, to the address of the person shown in Box 9 within 10 business days of Admission. Offer Shares in uncertificated form are expected to be credited to the relevant CREST stock accounts on

All applications in respect of the Open Offer, all acceptances thereof and all contracts and non-contractual obligations resulting from such acceptances shall be governed by and construed in accordance with the laws of

8. The verification of identity requirements of the Money Laundering Regulations will apply, and verification of the identity of applicants may be required. Applications with a value of €15,000 (approximately £13,300) or greater will be subject to the verification of identity requirements of the Money Laundering Regulations. Paragraph 4.1 of Part 3 of the Circular contains further information relating to compliance with the Money Laundering

The attention of Overseas Shareholders is drawn to the section entitled "Overseas Shareholders" set out in paragraph 6 of Part 3 of the Circular and to the representations and warranties given in this Application Form and the Circular. No person receiving this Application Form in any territory other than the United Kingdom may treat the same as constituting an invitation or offer to him or her, nor should he or she in any event use such Application Form unless, in the relevant territory, such an invitation or offer could lawfully be made to him or her and such Application Form could lawfully be used without contravention of any registration or other legal or regulatory requirements. Any person (including without limitation, nominees and trustees) outside the United Kingdom, wishing to accept the Offer Shares comprised in the Application Form, must satisfy himself or herself as to full observance of the laws of any relevant territory in connection therewith, including obtaining any requisite governmental or other consent, observing any other requisite formalities and paying any issue, transfer or other taxes due in such territory. No Offer Shares will be offered in the United States or any other Restricted Jurisdiction, subject to certain limited exceptions in the Company's sole and absolute discretion with the consent of Cenkos. Submission of this Application Form will constitute a representation and warranty that all these requirements have been complied with. If you are in any doubt as to your position, you should consult your professional adviser

The Company reserves the right to treat as invalid any acceptance or purported acceptance of Offer Shares comprised in an Application Form and the Open Offer as having been declined in a particular case which either appears to the Company or its agents to have been executed or despatched in a manner which may involve a breach of the securities legislation of any jurisdiction. Submission of an Application Form constitutes a representation and warranty by you that you have complied with all such requirements.

#### INSTRUCTIONS FOR TRANSFER AND SPLITTING

This Application Form may be assigned, transferred or split, but only to satisfy bona fide market claims up to 3.00 p.m. on 28 November 2017. If you sell or otherwise transferred all of the Existing Ordinary Shares shown in Box 1 on page 1 prior to 9 November 2017, you should consult your broker or other professional adviser as soon as possible. You should complete the declaration in Box 8 on page 4 and send this Application Form (together with the Circular) to the purchaser or transferee or to the stockbroker, banker or other agent through whom the sale or transfer was effected on your behalf (save that this

Application Form should not be submitted or forwarded in or into the United States or any other Restricted Jurisdiction, unless pursuant to an applicable exemption) for transmission to the purchaser or transferee. Box 9 on page 4 must be completed by the person(s) to whom the shares have been sold if he/she/they wish(es) to apply on this Application Form for Offer Shares in certificated form. If you sell or otherwise transfer or have sold or transferred prior to 9 November 2017 only some of the Existing Ordinary Shares shown in Box 1 on page 1, you should complete Box 8 on page 4 and return this Application Form at once, by post to Equiniti Limited, Corporate Actions, Aspect House, Spencer Road, Lancing, West Sussex BN99 6DA or by hand (during normal business hours only), accompanied by a letter stating the number

of split Application Forms required and the total number of Offer Shares to be included in each split Application Form, the aggregate of which must equal the number shown in Box 2 on page 1. Box 8 on page 4 of each split Application Form will be marked "Declaration of sale or transfer duly made". The latest time and date for splitting is 3.00 p.m. on 28 November 2017.

If you are entitled to make an application for the number of Offer Shares in Box 2 on page 1 by virtue of a bona fide market claim and Box 8 on page 4 has been completed by the registered shareholder(s) shown on page 1 or is marked "Declaration of sale or transfer duly made", you should complete Box 9 on page 4 and submit this Application Form in accordance with the instructions above. If, however, you would prefer to take up the Open Offer Entitlements shown in Box 2 of this Application Form must first be deposited into CREST in accordance with the procedures referred to in the paragraph headed "Instructions for Depositing Entitlements under the Open Offer into CREST" below. In such case, Box 9 on page 4 should not be completed.

INSTRUCTIONS FOR CONSOLIDATION

These instructions should be followed when it is desired to register in the name of one holder (or joint holders) all the entitlements under the Open Offer represented by several Application Forms which have been received in settlement of bona fide market claims and it is wished to receive Offer Shares in certificated form. If, however, you would prefer to receive Offer Shares in uncertificated form, the entitlements represented by the several forms must first be deposited into CREST in accordance with the procedures referred to in the paragraph headed "instructions for Depositing Entitlements under the Open Offer into CREST" below.

1. Box 9 on page 4 of the Application Form should be completed with the lowest Account Number (as shown on page 1) that you hold (the "Principal Form").

2. The Application Forms should then be sorted into ascending numerical order (i.e. lowest Account Number shown on page 1.

3. Box 8 must have been completed on each Application Form or marked "Declaration of sale or transfer duly made".

You should attach a letter detailing the Account Number shown on the front of each Application Form, the number of Open Offer Entitlements represented by each Application Form, the total number of Application Forms.

to be consolidated and the total number of Open Offer Entitlements represented by the Application Forms to be consolidated (your "Aggregate Open Offer Entitlement").

5. All of the Application Forms should be lodged (with Equiniti Limited in one batch with the Principal Form on top and the others in ascending numerical order) together with the attached letter referred to in note (4) above

containing the relevant details as described in this note (5):

(a) If you only wish to apply for your Aggregate Open Offer Entitlement in full please state this on the attached letter then sign, date and return the letter together with a Pounds Sterling cheque or banker's draft for the sum equal to your Aggregate Open Offer Entitlement times 70 pence per Offer Share.

(b) If you wish to apply under the Excess Application Facility for Offer Shares in respect of more than your Aggregate Open Offer Entitlement (up to and including the maximum amount of Open Offer Shares available pursuant to the Open Offer (Shares) less your Aggregate Open Offer Entitlement), please state this in your attached letter and state the number of Offer Shares you wish to apply for over and above your Aggregate Open Offer Entitlement and then sign, date and return the letter together with a Pounds Sterling cheque or banker's draft for the sum equal to your Aggregate Open Offer Entitlement times 70 pence per Offer Share plus the number of Excess Shares you have applied for times 70 pence per Excess Share. If, under the Excess Application Facility, you apply for more than your Aggregate Open Offer Entitlement and your application is not satisfied in whole or in part, you confirm that the Company or its agents are authorised to return that part of the excess application money which under the Excess Application Facility relates to the additional Offer Shares which are not allotted to you, without penent of interest to you, by post at your risk.

(c) If you wish to apply for less than your Aggregate Open Offer Entitlement, please state this in the attached letter and state the number of Offer Shares for which you want to apply then sign, date and return the letter

together with a Pounds Sterling cheque or banker's draft for the sum equal to the number of Offer Shares for which you want to apply times 70 pence per Offer Shares

# INSTRUCTIONS FOR DEPOSITING ENTITLEMENTS LINDER THE OPEN OFFER INTO CREST

The entitlements under the Open Offer shown by the Open Offer Entitlements set out in Box 2 of this Application Form may be converted into uncertificated form, that is, deposited into CREST (whether you are the registered holder of the Ordinary Shares set out in Box 1 or are entitled to the Open Offer Entitlements in Box 2 by virtue of a bona fide market claim). Subject as provided in paragraph 2 below, normal CREST procedures (except for the last time for stock deposits) apply in relation to any such conversion. You are recommended to refer to the CREST Manual for details of such procedures. If you are a CREST sponsored member, you

(except for the last time for stock deposits), apply in relation to any such conversion. You are recommended to refer to the CHEST Manual for details of such procedures. If you are a CHEST sponsored member, you should contact your CREST sponsor. The Application Letter on page 3 should not be signed.

If you are the registered holder(s) of the Existing Ordinary Shares set out in Box 1, the CREST Deposit Form contained in Box 11 on page 4 should be completed and then this Application Form be deposited by you or your CREST sponsor (as appropriate) with the CREST Courier and Sorting Service ("CCSS"). In addition, the normal CREST Stock Deposit procedures will need to be carried out, except that (a) it will not be necessary to complete and lodge a separate CREST Transfer Form (prescribed under the Stock Transfer Act 1963) with the CCSS and (b) only the total number of the Open Offer Entitlements shown in Box 2 of this Application Form into CREST where you have sold part of your holding of Existing Ordinary Shares

prior to 8.00 a.m. on 15 November 2017 only once you have applied for a split Application Form in accordance with the instructions in the paragraph headed "Instructions for Transfer and Splitting" above.

If you are entitled to the Open Offer Entitlements shown in Box 2 by virtue of a bona fide market claim, the declaration in Box 8 on page 4 must have been completed or (in the case of a split Application Form) marked "Declaration of sale or transfer duly made", and then the CREST Deposit Form in Box 11 completed and the form deposited with the CREST Deposit Form in Box 11 completed and the form deposited with the instructions above. If entitlements under the Open Offer Deposited Form in Box 11 completed and the form deposited with the CREST Deposit Form in Box 12 by the paragraph headed and the form deposited with the instructions above. If entitlements under the Open Offer Deposited Form in Box 12 by the paragraph headed and the form deposited with the instructions above. If entitlements under the Open Offer Deposited Form in Box 12 by the paragraph headed and the form deposited with the instructions above. represented by more than one Application Form received in settlement of bona fide market claims are to be deposited, the CREST Deposit Form in Box 11 on page 4 on each Application Form letter must be completed

represented by more than one Application Form received in settlement of bona fide market claims are to be deposited, the CREST Deposit Form in Box 11 on page 4 on each Application Form letter must be completed and the forms deposited. Box 8 on each Application Form must have been completed by the registered holder(s) whose name(s) appear first on page 1 but the consolidation listing form should not be used.

4. A holder of the Open Offer Entitlements shown in Box 2 of this Application Form who is proposing to convert such entitlements into uncertificated form (whether they are to be converted into uncertificated form in the name(s) of the registered holder(s) that the conversion procedures are implemented in sufficient time to enable the person holding or acquiring the Open Offer Entitlements in CREST following the conversion to take all necessary steps in connection with applying under the Open Offer prior to 11.00 a.m. on 30 November 2017. In particular, having regard to processing times in CREST, the latest time for depositing an Application Form with the CCSS if you are entitled by virtue of a bona fide market claim (in order to enable you to take all necessary steps in connection with applying under the Open Offer prior to 11.00 a.m. on 30 November 2017. After depositing their Open Offer Intillement into their CREST accounts, CREST holders will shortly thereafter receive a credit for their Excess Open Offer Entitlements, which will be managed by the Registrars.

5. When Box 8 on page 4 and the CREST Deposit Form have been duly signed, the title to the Open Offer Entitlements shown in Box 2 of this Application Form will cease forthwith to be transferable by delivery and you what he procedure and the CREST accounts of the Application Form will cease forthwith to be transferable by delivery and you what he was a proper and the CREST accounts of the Application Form will cease forthwith to be transferable by delivery and you what he was a proper and the CREST accounts and the Application Form will be delivered

be unable to satisfy a claim to apply under the Open Offer by delivery of this Application Form. Furthermore, entries in Box 9 on page 4 will not be recognised or acted upon by the Registrars. All transfers of the Open Offer Entitlements to satisfy bona fide market claims must be effected through the means of the CREST system once such rights have been deposited into CREST.

Offer Entitlements to satisfy *bona hae* market claims must be effected through the internal sortine CHEST system once such rights have been deposited into CHEST.

NOTE: Deposit of this Application Form with (a) the CREST Deposit Form in Box 11 on page 4 duly completed purporting to be signed by the person(s) whose name(s) appear(s) on page 1 or marked "Declaration of sale or transfer duly made" and the CREST Deposit Form in Box 11 on page 4 duly completed shall be conclusive evidence in favour of the Company and the Registrars of: (i) the right of the person(s) named in the CREST Deposit Form to be registered as the holder(s) of the Open Offer Entitlements shown in Box 2; and (ii) the authority of the person(s) completing Box 8 on page 4 (if appropriate) or the CREST Deposit Form in Box 11 on page 4. All documents will be despatched by post at the risk of the person(s) entitled to them.

Each Qualifying CREST Shareholder will initially be credited with Excess Open Offer Entitlements equal to ten times his Open Offer Entitlement. If a Qualifying CREST Shareholder would like to apply for Excess Shares over and above the number of Excess Open Offer Entitlements which have been credited, such Qualifying CREST Shareholder should contact Equiniti to request that further Excess Open Offer Entitlements be credited, up to the Maximum amount of Open Offer Shares available, less the relevant Qualifying CREST Shareholders Open Offer Entitlement.

### page 3

### APPLICATION LETTER

To: The Directors of Science in Sport

- I/We being the registered holder(s) at 6.00 p.m. (London time) on 9 November 2017 (the "Record Date") of the number of Existing Ordinary Shares set out in Box 1 (or entitled to apply under the Open Offer in relation to the Open Offer Entitlements set out in Box 2 by virtue of a bona fide market claim), hereby apply irrevocably to subscribe for the number of Offer Shares inserted in Box 2, or if fewer, the number inserted in Box 4, or if more, the number of Offer Shares set out in Box 6 and agree to accept the same on the terms and subject to the conditions set out in the Circular and this Application Form and subject to the Articles of Association of the Company. If no number is inserted in Box 4 or Box 6 (or if a number is inserted in Box 4 or Box 6 which is inconsistent with the amount of the remittance accompanying this Application Form and shown in Box 7), I/we agree that I/we shall be deemed to have applied for the lesser of (a) the maximum number of Offer Shares I/we can apply for and (b) such number of Offer Shares at 70 pence per Offer Share as is covered by the remittance which accompanies this Application Form.
- Subject to paragraph 1, should I/we have applied for a greater number of Offer Shares in Box 6 than my/our maximum (being the maximum amount of Open Offer Shares available pursuant to the Open Offer (being 1,425,420 Open Offer Shares) less my/our Open Offer Entitlement (the amount shown in Box 2)), then I/we shall be deemed to have applied for the maximum amount of Open Offer Shares available pursuant to the Open Offer (being 1,425,420 Open Offer Shares) less my/our Open Offer Entitlement (the amount shown in Box 2) and any excess application monies shall be returned to me/us (without interest) by Pounds Sterling cheque which shall be posted at my/our risk to the first address shown on page 1 or to the address shown in Box 9 or Box 10 (as the case may be).
- I/We enclose a cheque or bankers' draft payable to "'Equiniti Limited re: Science in Sport Open Offer' and crossed 'A/C payee only' for the sum inserted in Box 3 or, if Boxes 4 and 5 are completed, Box 7, being the amount payable in full on application for such Offer Shares rounded up to the nearest whole penny or, if Box 7 is left blank or is inconsistent with the remittance, for the sum payable in full on application for such number of Offer Shares as are applied for, or deemed to be applied for, in accordance with the provisions of this Application Form.
- In consideration of your agreeing to deal with this application to subscribe for the aggregate number of Offer Shares stated in Box 2, Box 4 or Box 6 or as otherwise calculated as set out in this Application Form and subject to the terms and conditions of the Open Offer set out in this Application Form and in Part 3 of the Circular, I/we undertake that this application shall be irrevocable (save for any statutory rights of withdrawal under FSMA) and agree that the completion and return of this Application Form with its accompanying remittance shall constitute a conditional contract between me/us and the Company which shall become binding upon receipt by Equiniti Limited of this Application Form and the accompanying remittance and the Open Offer becoming or being declared unconditional in all respects. I/We acknowledge that you reserve the right to treat any application not strictly complying with the terms and conditions of this Application Form and the terms and conditions of the Open Offer set out in Part 3 of the Circular as nevertheless valid. I/We acknowledge that the Company reserves the right, but shall not be obliged, in consultation with Cenkos, to reject any acceptance or purported acceptance of the Open Offer in the circumstances described in Part 3 of the Circular.
- I/We request and authorise the Company or its agents to send to me/us a definitive certificate in respect of the Offer Shares for which this application is accepted by post at my/our risk to the first address shown on page 1 or to the agent whose name appears in Box 10 and to procure my/our name(s) to be placed on the register of members of the Company as holder(s) of the said Offer Shares. Pending despatch of definitive certificates, transfers of the Offer Shares will be certified against the register of members of the Company.
- I/We acknowledge that due completion of this Application Form accompanied by a Pounds Sterling cheque or bankers' draft constitutes a representation and warranty that the cheque or bankers' draft will be honoured on first presentation and that this shall constitute a fundamental term of the application and the Open Offer and, without prejudice to the Company's right to require payment, that this application may be deemed invalid if such cheque or bankers' draft is not so honoured. I/We acknowledge that you reserve the right to instruct Equiniti Limited to seek special clearance of cheques to allow the Company to obtain value for remittance at the earliest opportunity.
- I/We authorise the Company and/or its agents to present the enclosed Pounds Sterling cheque or bankers' draft on receipt and to withhold definitive share certificates pending clearance thereof. In the event that any of the conditions of the Open Offer set out in Part 3 of the Circular are not satisfied or waived by 8.00 a.m. on 4 December 2017 (or such later time and/or date as the Company may agree, being no later than 5.00 p.m. on 29 December), I/ we authorise the Company or its agents to return all application monies without payment of interest to me/us by post or return funds direct to the account of the bank or building society on which the relevant cheque or bankers draft was drawn at my/our risk either to the first address shown on page 1 or to the agent whose name appears in Box 10 as soon as practicable after that.
- I/We acknowledge that in order to ensure compliance with the Money Laundering Regulations, Equiniti Limited may, in its absolute discretion, require verification of identity from any person lodging this Application Form. I/We agree that pending such verification, this Application Form may be dealt with in accordance with, and I/we will comply with, the provisions set out in paragraph 4 of Part 3 of the Circular. I/We agree that on request by Equiniti Limited, I/we will disclose promptly in writing to it satisfactory evidence of my/our identity and do all other acts and things as may reasonably be required so as to comply with such regulations. I/We agree for Equiniti Limited to make an electronic search using a credit reference agency for the purpose of confirming such identity, where deemed necessary. A record of the search will be retained. I/We agree that any monies returnable to me/us and any certificate for Offer Shares issuable to me/us may be retained pending clearance of my/our remittance and any verification of identity by the Money Laundering Regulations and that such monies will not bear interest and that, failing such clearance or verification of identity within the period referred to in the Circular, this application may be rejected.
- I/We acknowledge that the Company, may amend dates and times in relation to this Application Form and the Open Offer.
- I/We represent and warrant to the Company that I/we have the right, power and authority, and have taken all action necessary, to make the application under the Open Offer and to execute, deliver and exercise my/our rights, and perform my/our obligations, under any contracts resulting therefrom and that I am/we are not persons otherwise prevented by legal or regulatory restrictions from applying for Offer Shares or acting on behalf of any such person on a non-discretionary basis.
- 11. I/we agree with each of the Company that all applications under the Open Offer and any contracts resulting therefrom, and any non-contractual obligations related thereto, shall be governed by, and construed in accordance with, the laws of England.
- I/we confirm to the Company that in making the application I am/ we are not relying on any information or representation other than that contained in (or incorporated by reference in) the Circular and I/we accordingly agree that no person responsible solely or jointly for the Circular or any part thereof, or involved in the preparation thereof, shall have any liability for any information or representation not so contained and further agrees that, having had the opportunity to read the Circular including any documentation incorporated therein by reference, I/we agree that we shall be deemed to have had notice of all information contained in the Circular (including information incorporated by reference).
- 13. I/we confirm to each of the Company that no person has been authorised to give any information or to make any representation concerning the Group and/or the Offer Shares (other than as contained in the Circular) and, if given or made, any such other information or representation should not be, and has not been, relied upon as having been authorised by the Company.
- 14. I/we represent and warrant to the Company that I am/we are the Qualifying Shareholder originally entitled to the Open Offer Entitlements or that I/we received such Open Offer Entitlements by virtue of a bona fide market claim.
- 15. I/we represent and warrant to the Company that I am/we are not, nor am I/are we applying on behalf of any person who is: (a) located, a citizen or resident, or a corporation, partnership or other entity created or organised in or under any laws, in or of any Restricted Jurisdiction or any jurisdiction in which the application for Offer Shares is prevented by law, and (b) I am/we are not applying with a view to re-offering, reselling, transferring or delivering any of the Offer Shares which are the subject of his application to, or for the benefit of, a person who is located, a citizen or resident, or which is a corporation, partnership or other entity created or organised in or under any laws, in or of any Restricted Jurisdiction or any jurisdiction in which the application for Offer Shares is prevented by law, nor acting on behalf of any such person on a non-discretionary basis nor a person(s) otherwise prevented by legal or regulatory restrictions from applying for Offer Shares under the Open Offer.
- 16. I/we represent and warrant to each of the Company that: (a) I am/we are not in the United States, nor am I/are we applying for the account of any person who is located in the United States; and (b) I am/ we are not applying for the Offer Shares with a view to the offer, sale, resale, transfer, delivery or distribution, directly or indirectly, of any Offer Shares into the United States.
- 17. I/we represent and warrant to each of the Company that I am/we are not, and nor am I/are we applying as nominee or agent for, a person who is or may be liable to notify and account for tax under the Stamp Duty Reserve Tax Regulations 1986 at any of the increased rates referred to in section 93 (depository receipts) or section 96 (clearance services) of the Finance Act 1986.
- 18. I/we represent and warrant to the Company that I am/we are not, and nor am I/are we applying as a nominee or agent for, a Person who is a Firm Placee.
- I/we request that the Offer Shares to which I/we will become entitled be issued to me/us on the terms set out in the Circular and the Application Form and, subject to the Science in Sport articles of association.

Note: if you cannot make these representations and warranties you may not make this application