



6 Mar 2024

Charles Ajah
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United Kingdom

Dear Charles

I'm pleased to let you know the outcome of this year's annual review.

2023 was challenging for all businesses in many ways. We responded in true Sky spirit, never standing still. This year we achieved a lot but didn't meet all our targets. However, we should be incredibly proud of our progress together.

Please see below the outcome of this year's review:

Performance

| | |
|-------------------------------|------------------------------|
| Your 2023 performance rating: | 3 - Fully Meets Expectations |
|-------------------------------|------------------------------|

Salary Details

| Effective Date | Previous Base Salary | % Increase | New Base Salary |
|----------------|----------------------|------------|-----------------|
| 1 Mar 2024 | 65,000.00 GBP | 4.00% | 67,600.00 GBP |

Bonus Details for the 2023 performance year, more details of the calculation can be found on the next page

Bonus calculations are pro-rated to reflect changes to base salary and bonus target through the year.

| Bonus Plan | Target % | Total Bonus Amount |
|-------------|----------|--------------------|
| UKI - Bonus | 7.50% | 1,682.87 GBP |

I'd like to thank you for always bringing energy, hard work and dedication to your role here at Sky. We're grateful for the part you've played in strengthening our business and delivering great value to customers, keeping them connected, informed, and entertained. It's truly appreciated.

On behalf of Sky Group



Bonus calculation details

Bonus calculations are pro-rated to reflect changes to base salary and bonus target through the year.

Company performance

The following table shows the target bonus including Company Performance and any pro-ration.

| Period start date | Period end date | Bonus Plan | Applicable Base Salary | Bonus Target % | Company performance multiplier | Pro-ration for time in role | Pro-rated bonus |
|-------------------|-----------------|-------------|------------------------|----------------|--------------------------------|-----------------------------|-----------------|
| 14 Aug 2023 | 31 Dec 2023 | UKI - Bonus | 65,000.00 | 7.50% | 90.00% | 38.36% | 1,682.88 |

Individual performance

This table shows your final individual award based on your PDP multiplier.

| Bonus Plan | Pro-rated bonus | PDP multiplier | Actual bonus |
|-------------|-----------------|----------------|--------------|
| UKI - Bonus | 1,682.88 | 100.00% | 1,682.87 |