

# Shareholder information

## Annual General Meeting

The Company's Annual General Meeting will be held on Thursday 1 November 2012 at 11:00am at The Queen Elizabeth II Conference Centre, Broad Sanctuary, Westminster, London SW1P 3EE.

## Financial calendar

Results for the financial year ending 30 June 2013 will be published:

1 November 2012  
31 January 2013\*  
2 May 2013\*  
31 July 2013\*

\* *provisional dates.*

## The Sky website

Shareholders are encouraged to visit the Sky website [www.sky.com](http://www.sky.com) which has a wealth of information about the Company. There is a section designed specifically for investors at [www.sky.com/corporate](http://www.sky.com/corporate) where investor and media information can be accessed. This year's Annual Report and Annual Review and prior year documents can be viewed.

## Share price information

The Company's share price can be found on the Company's corporate website at [www.sky.com/corporate](http://www.sky.com/corporate).

## Shareholder enquiries

The Company's shareholder register is maintained by its Registrar, Equiniti. Information on how to manage your shareholdings can be found at <https://help.shareview.co.uk>. The pages at this web address provide the following:

- Answers to commonly asked questions regarding shareholder registration;
- Links to downloadable forms, guidance notes, and Company history fact sheets;
- A choice of contact methods – via email, phone, or writing.

Alternatively, shareholders can contact Equiniti in relation to all administrative enquiries relating to their shares, such as a change of personal details, the loss of a share certificate or an out-of-date dividend cheque.

Shareholders can contact Equiniti at:

Equiniti Limited  
Aspect House  
Spencer Road  
Lancing  
West Sussex BN99 6DA  
Telephone: 0871 384 2091\*  
Telephone number from outside the UK: +44 121 415 7567

\* *Calls to the above number are charged at 8p per minute from a BT landline. Other telephony providers' costs may vary. Lines are open from 8.30am to 5.30pm Monday to Friday.*

## Electronic shareholder communication

In accordance with the provisions of the Companies Act 2006 and the Company's articles of association, the Company is permitted to use its corporate website as the main way to communicate with shareholders, sending out Annual Reports only to those who have opted to receive a paper copy. This reduces our impact on the environment, minimises waste and reduces costs. It also enables shareholders to keep updated with developments at Sky as they happen by accessing our website.

Shareholders who have opted to receive shareholder communications in paper form are encouraged to receive these electronically in future by registering at [www.shareview.co.uk](http://www.shareview.co.uk). Shareholders can also change their instructions at any time by contacting Equiniti Limited.

## Dividends

Shareholders can have their dividends paid directly into a UK bank or building society account with the tax voucher sent direct to their registered address. Please contact Equiniti for a dividend mandate form.

The Company also operates a consolidated tax voucher service for those shareholders who have chosen to receive dividends directly into their bank account. A single consolidated tax voucher will be mailed by the end of November each year, to coincide with the final dividend payment. Full details are available at [www.sky.com/corporate](http://www.sky.com/corporate).

## Overseas dividend payments

A service has been established to provide shareholders in over 30 countries worldwide with the opportunity to receive their dividends in their local currency. For a small flat-rate fee, shareholders can have their dividends automatically converted from Sterling and paid into their nominated bank account, normally within five working days of the dividend payment date. For further details, please contact Equiniti on +44 121 415 7567.

## Dividend Reinvestment Plan

The Company operates a Dividend Reinvestment Plan ("DRIP") which enables shareholders to buy the Company's shares on the London stock market with their cash dividend. Further information about the DRIP is available from Equiniti. The helpline number is 0871 384 2268 from inside the UK and +44 121 415 7173 from overseas.

## ShareGift

Shareholders who only have a small number of shares whose value makes it uneconomic to sell them may wish to consider donating them to charity through ShareGift, the independent charity share donation scheme (registered charity no. 1052686). Further information about ShareGift may be obtained from Equiniti or from ShareGift on 020 7930 3737 or at [www.sharegift.org](http://www.sharegift.org). There are no implications for capital gains tax purposes (no gain or loss) on gifts of shares to charity and it is also possible to claim income tax relief.

# Shareholder information

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## Shareholder fraud

Fraud is on the increase and many shareholders are targeted every year. If you have any reason to believe that you may have been the target of a fraud, or attempted fraud in relation to your shareholding, please contact Equiniti immediately. To reduce the risk of fraud happening to you please see our list of 'preventing shareholder fraud tips' in the shareholder information section of our website at [www.sky.com/corporate](http://www.sky.com/corporate).

## American Depositary Receipts ("ADRs")

The Company's ADR programme trades on the over-the-counter ('OTC') market in the US. The Company's ADRs are quoted on the OTC market's highest tier, International PremierQX. More information can be obtained from, <http://www.otcqx.com>. ADRs are quoted in US dollars and trade just like any other US security. The Company has a sponsored Level 1 ADR programme for which The Bank of New York Mellon acts as Depositary. One ADR represents four ordinary shares.

All enquiries relating to the Company's ADRs should be addressed to:

BNY Mellon  
PO Box 358516  
Pittsburgh, PA 15252-8516  
USA  
US residents: (888) 269 2377  
If resident outside the US: +1 201 680 6825  
email: [shrrelations@bnymellon.com](mailto:shrrelations@bnymellon.com)

## Company's registered office:

Grant Way  
Isleworth  
Middlesex  
TW7 5QD  
Telephone 0333 100 0333  
Overseas +44 333 100 0333

## Company registration number

2247735

## Chartered Accountants and Statutory Auditor

Deloitte LLP  
2 New Street Square  
London  
EC4A 3BZ

## Principal bankers

The Royal Bank of Scotland plc  
St. Andrew's Square  
Edinburgh  
EH2 2YB

## Solicitors

Herbert Smith LLP  
Exchange House  
Primrose Street  
London  
EC2A 2HS