

SUPERIOR COURT OF THE STATE OF CALIFORNIA
COUNTY OF SAN FRANCISCO

In re KING DIGITAL ENTERTAINMENT plc SHAREHOLDER LITIGATION)	Lead Case No. CGC-15-544770
)	<u>CLASS ACTION</u>
This Document Relates To: ALL ACTIONS.)	
)	

NOTICE OF PROPOSED SETTLEMENT OF CLASS ACTION

TO: ALL PERSONS AND ENTITIES WHO PURCHASED KING DIGITAL ENTERTAINMENT PLC (“KING” OR THE “COMPANY”) ORDINARY SHARES FROM MARCH 26, 2014 TO SEPTEMBER 22, 2014, AND WHO SOLD THOSE SHARES AT A LOSS (THE “CLASS”)

IF YOU ARE A MEMBER OF THIS CLASS OF PERSONS, YOU SHOULD READ THIS NOTICE CAREFULLY BECAUSE IT WILL AFFECT YOUR LEGAL RIGHTS AND OBLIGATIONS.

THIS NOTICE WAS AUTHORIZED BY THE COURT. IT IS NOT A LAWYER SOLICITATION.

A settlement (“Settlement”) has been proposed in a consolidated class action lawsuit pending in San Francisco County Superior Court (“Court”) titled *In re King Digital Entertainment plc Shareholder Litigation*, Lead Case No. CGC-15-544770 (the “Litigation”). The terms and conditions of the Settlement are set forth in the Stipulation of Settlement dated October 31, 2016 (“Stipulation”), which can be obtained at www.kingdigitalshareholdersettlement.com.¹ The Litigation concerns allegations that King’s Registration Statement and Prospectus (collectively, the “Registration Statement”) issued in connection with its March 26, 2014 initial public offering (“IPO”) contained untrue statements of material fact and omitted other material facts required to be disclosed therein, including, among other things, information about the Company’s hit game Candy Crush Saga’s (“Candy Crush”) decline in gross bookings and the alleged inability of the Company to diversify away from Candy Crush.

The Settlement provides for the payment of \$18,500,000.00 for the benefit of the Class. For an estimate of how much money per share you could receive from this Settlement, see the discussion at Section 8 on pages 3 through 5 of this Notice.

This Notice sets forth the rights you may have in connection with your participation in the Settlement, what steps you may take in relation to the Settlement and this Litigation, and, alternatively, what steps you must take if you wish to be excluded from the Class and this Litigation.

YOUR LEGAL RIGHTS AND OPTIONS IN THIS SETTLEMENT		
SUBMIT A PROOF OF CLAIM	You are required to mail, or electronically fill out on the Settlement website, a Proof of Claim to receive money under this Settlement. Proofs of Claim must be postmarked or submitted online on or before the Deadline. To obtain a Proof of Claim, or to access the electronic Proof of Claim, visit the Settlement website located at www.kingdigitalshareholdersettlement.com , or you may contact the Claims Administrator by telephone or regular mail at the address below. If you do not mail or submit your Proof of Claim online, you will not receive any money recovery, but you will still be bound by the terms of the Settlement and will release your claims relating to the lawsuit as further explained in Section 14 below.	Deadline: May 23, 2017
EXCLUDE YOURSELF	To exclude yourself from the Class, you must mail a written request for exclusion to the Claims Administrator, postmarked on or before the Deadline. If you exclude yourself from the Class, you will not receive any money from the Settlement and you will not be able to object to any aspect of the Settlement. Excluding yourself is the only option that allows you to ever bring or maintain your own lawsuit against Defendants and their Related Persons (defined below) based on your purchase of King ordinary shares from March 26, 2014 to September 22, 2014, that were sold at a loss, regarding claims relating to the lawsuit as further explained in Section 14 below. The Judgment, whether favorable or not, will bind all Class Members who do not request exclusion. See Section 15 below for further instructions on how to exclude yourself from the Class.	Deadline: April 24, 2017

¹ All capitalized terms not otherwise defined in this Notice shall have the meanings provided in the Stipulation.

OBJECT	You may write to Class Counsel about why you object to (<i>i.e.</i> , do not like) the Settlement and think it should not be approved. You can also object to the Plan of Allocation (<i>i.e.</i> , how the Settlement proceeds are going to be divided among Members of the Class), Class Counsel’s application for an award of attorneys’ fees and expenses and Class Representatives’ request for service awards for bringing and pursuing the Litigation in representing the Class. If you choose to object, you must mail your written objection to Class Counsel, postmarked on or before the Deadline. If you object, Class Counsel will submit your written objection to the Court. Submitting an objection does not exclude you from the Class. See Section 16 below for further instructions on how to make your objection.	Deadline: April 24, 2017
GO TO THE “SETTLEMENT FAIRNESS HEARING”	The Court will hold a “Settlement Fairness Hearing” to consider the Settlement, the Plan of Allocation, the request for attorneys’ fees and expenses of the lawyers who brought the Litigation, and the Class Representatives’ request for service awards for bringing and pursuing the Litigation on behalf of the Class. You (either you personally or through a lawyer you hire at your own expense) may, but are not required to, speak at the Settlement Fairness Hearing about any objection you submitted.	Hearing Date: May 18, 2017 at 9:00 a.m.
DO NOTHING	You will give up your right to object to the Settlement and you will not be able to be a part of any other lawsuit about the legal claims in this case. Also, if you do nothing you will not recover any money under the Settlement.	N/A

- These rights and options – **and the deadlines to exercise them** – are explained in more detail below.
- The Court in charge of the Litigation has preliminarily approved the Settlement and must decide whether to give final approval to the Settlement. The relief provided to Class Members will be provided only if the Court gives final approval to the Settlement and, if there are any appeals, after the appeals are resolved in favor of the Settlement. ***Please be patient.***

1. What is this lawsuit about?

Plaintiffs brought this Litigation as a securities class action against King, certain of its officers and directors, and the underwriters for King’s IPO, alleging that they violated the Securities Act of 1933 (the “Securities Act”) by misrepresenting and omitting material facts in King’s Registration Statement in connection with King’s March 26, 2014 IPO, including: the decline in Candy Crush gross bookings and the alleged inability of the Company to diversify away from Candy Crush; the decline in monthly paying users; and the alleged practice of deleting customer lives on Facebook that was impacting revenues of its largest revenue producing game. Defendants deny these allegations.

The issuance of this Notice is NOT an expression of the Court’s opinion on the merits or the lack of merits of any of the Plaintiffs’ claims in the Litigation or whether the Defendants engaged in any wrongdoing.

For information about how to learn about what has happened in the Litigation to date, please see Section 21 below. You can also obtain the Stipulation at www.kingdigitalshareholdersettlement.com, which has a detailed history of the allegations in the Litigation and what has happened in the Litigation.

2. Why is this Litigation a class action?
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In a class action lawsuit, one or more people called plaintiffs sue on behalf of other people who may potentially have similar claims. In this Litigation, the Court appointed Sean Debotte, Michael M. Nunes, Theodore Eyking, and the City of Taylor Police and Fire Retirement System to represent the Class. They are collectively called Class Representatives. For purposes of this proposed Settlement, one court will resolve the issues for all Class Members, except for those people who properly exclude themselves from the Class, as explained in Section 15 below. “Defendants” means King, Hope Cochran, Robert S. Cohn, E. Stanton McKee, Riccardo Zacconi, John Sebastian Knutsson, Stephane Kurgan, Melvyn Morris, Roy Mackenzie, Gerhard Florin, J.P. Morgan Securities LLC, Credit Suisse Securities (USA) LLC, Merrill Lynch, Pierce, Fenner & Smith Incorporated, Barclays Capital Inc., Deutsche Bank Securities Inc., RBC Capital Markets, LLC, BMO Capital Markets Corp., Cowen and Company, LLC, Pacific Crest Securities LLC, Piper Jaffray & Co., Stifel, Nicolaus & Company, Incorporated, Wedbush Securities Inc., and Raine Securities LLC.

3. Why is there a Settlement?

The Class Representatives have made claims against Defendants. Defendants deny that they have done anything wrong or violated any statute and admit no liability. The Court has not decided that the Class Representatives or Defendants should win the Litigation. Instead, both sides agreed to a settlement with the assistance of a highly respected and experienced mediator. In reaching the Settlement, the parties have avoided the cost, delay, and uncertainty of further litigation.

As in any litigation, Class Representatives and the Class would face an uncertain outcome if they did not agree to the Settlement. The parties expected that the case could continue for a lengthy period of time and that if Class Representatives succeeded, Defendants would file appeals that would postpone final resolution of the case. Continuation of the case against Defendants could result in a judgment greater than this Settlement. Conversely, continuing the case could result in no recovery at all or a recovery that is less than the amount of the Settlement.

Class Representatives and Class Counsel believe that this Settlement is fair and reasonable to the Class. They have reached this conclusion for several reasons. Specifically, if the Settlement is approved, the Class will receive a certain and significant monetary recovery. Additionally, Class Representatives and Class Counsel believe that the significant and immediate benefits of the Settlement, when weighed against the significant risk, delay, and uncertainty of continued litigation, are a highly favorable result for the Class.

4. How do I know if I am part of the Settlement?

If you purchased King ordinary shares from March 26, 2014 to September 22, 2014, and sold those shares at a loss, you are a Class Member.

5. Are there exceptions to being included?

Yes, excluded from the definition of the Class (defined above) are each of the Defendants, past and current officers and directors of King and the Underwriter Defendants and any of their affiliates, the members of the immediate families, and any entity which any Defendant has or had a controlling interest, and the legal representatives, heirs, successors, or assigns of any such excluded person. Also excluded is any person or entity that validly requests exclusion from the Class.

6. I'm still not sure if I am included.

If you are still not sure whether you are included, you can ask for free help by contacting the Claims Administrator at 1-866-664-1678. The address of the Claims Administrator is: *King Digital Shareholder Litigation*, Claims Administrator, c/o Gilardi & Co. LLC, P.O. Box 30247, College Station, TX 77842-3247. You may also contact a representative of Class Counsel: Rick Nelson, Shareholder Relations, Robbins Geller Rudman & Dowd LLP, 655 West Broadway, Suite 1900, San Diego, CA 92101, 1-800-449-4900.

7. What relief does the Settlement provide to the Class Members?

In exchange for the Settlement and dismissal of the Litigation, Defendants have agreed that King shall pay, or cause to be paid, on behalf of all Defendants, \$18,500,000 to be divided, after taxes, notice and settlement administration expenses and costs, any attorneys' fees and expenses awarded by the Court and any payment to Class Representatives for the time and expenses in representing the Class approved by the Court (the "Net Settlement Fund"). The Net Settlement Fund will be distributed to Class Members pursuant to the Plan of Allocation that is described in the next section of this Notice.

Class Representatives estimate that there are approximately 71.8 million shares of King ordinary shares which may have been damaged during the Class Period. Class Representatives estimate that the average recovery under the Settlement is roughly \$0.26 per damaged share before taxes, notice and settlement administration expenses and costs, any attorneys' fee and expense award as well as any payments to the Class Representatives for their time and expenses in representing the Class as determined by the Court. Should the Court award the requested attorneys' fees of up to 33-1/3% of the Settlement Fund (or \$6,166,666), Plaintiffs' Counsel's expenses of up to \$300,000, awards of \$2,500 to each Class Representative for his or its representation of the Class and the maximum estimated cost of notice and administration of the Settlement of \$390,000, the average per share recovery would be approximately \$0.16. Using certain estimates of the number of claims that are going to be filed (30%) and the number of estimated claims that are going to be valid (70%), it is estimated that approximately 15,078,000 shares will participate in the Settlement and the average recovery will be approximately \$0.77 per share.

Of course, the above are just estimates, a Class Member's actual recovery will be a proportion of the Net Settlement Fund determined by that claimant's recognized claim as compared to the total recognized claims submitted. An individual Class Member may receive more or less than this average amount depending on the number of claims submitted, when during the Class Period a Class Member purchased King ordinary shares, the purchase price paid, when those shares were sold, and the amount received, and whether those shares were held or sold at or after the end of the Class Period, and, if sold, when they were sold and the amount received. See Plan of Allocation below for more information on your recognized claim.

8. What is the proposed Plan of Allocation?

Your share of the Net Settlement Fund will depend on the number of valid Proofs of Claim that Class Members submit and how many shares of King ordinary shares you purchased during the period from March 26, 2014 to September 22, 2014, and when or if you sold them.

For purposes of determining the amount an Authorized Claimant² may recover under the Plan of Allocation, Class Counsel conferred with their damages consultants and the Plan of Allocation reflects an assessment of damages that they believe could have been recovered had Class Representatives prevailed at trial.

In the unlikely event there are sufficient funds in the Net Settlement Fund, each Authorized Claimant will receive an amount equal to the Authorized Claimant's claim, as defined below. If, however, the amount in the Net Settlement Fund is not sufficient to permit payment of the total claim of each Authorized Claimant, then each Authorized Claimant shall be paid the percentage of the Net Settlement Fund that each Authorized Claimant's claim bears to the total of the claims of all Authorized Claimants (*i.e.*, if your recognized claim was for \$100 and all recognized claims totaled \$1,000, you would be paid 10% of the Net Settlement Fund). Payment in this manner shall be deemed conclusive against all Authorized Claimants.

The calculation of claims below is not an estimate of the amount you will receive. It is a formula for allocating the Net Settlement Fund among all Authorized Claimants. A claim will be calculated as follows:

Step 1

The Claims Administrator will determine if a Class Member had an overall market gain or loss on King ordinary shares purchased during the Class Period (March 26, 2014 to September 22, 2014). To determine if a Class Member had an overall market gain or loss, the Claims Administrator shall:

- (1) total the amount paid for all King ordinary shares purchased during the Class Period (this amount does not include commissions or any other fees);
- (2) total the amount received from the sale of King ordinary shares purchased during the Class Period and sold from March 26, 2014 to February 22, 2016 (this amount does not include commissions or any other fees).

If a Class Member's total amount paid for all King ordinary shares purchased during the Class Period is less than the total of the amount received from all sales of King ordinary shares (*i.e.* if the total amount paid was \$5.00 and the total amount received was \$10.00, resulting in a market gain of \$5.00), the Class Member will have a market gain and ***will not be entitled to any recovery.***

If a Class Member's total amount paid for King ordinary shares purchased during the Class Period is ***more*** than the total amount received from all sales of King ordinary shares purchased during the Class Period (*i.e.* the total amount paid was \$10.00 and the total amount received was \$5.00, resulting in a market loss of \$5.00), the Class Member will have a market loss and will move to Step 2.

Step 2

If a Class Member has a market loss, as set forth above, the Claims Administrator will calculate the Class Member's claim using the formula set forth below. If under the formula below, a Class Member's claim is more than the market loss determined above in Step 1, ***that Class Member's claim will be limited to the market loss determined in Step 1.***

Claims for Ordinary Shares of King Purchased from March 26, 2014 to September 22, 2014

Initial Public Offering Price:	\$22.50 per share
Closing price on the date the lawsuit was filed ³ :	\$14.84 per share

For King ordinary shares purchased from March 26, 2014 to September 22, 2014, and

- 1) sold on or between March 26, 2014 through March 16, 2015, the claim per share is the lesser of (i) the purchase price per share less the sales price per share, or (ii) \$22.50 less the sales price per share;
- 2) retained at the close of trading on March 16, 2015, or sold on or after March 17, 2015, the claim per share is the lesser of (i) \$22.50 less \$14.84, or (ii) the purchase price per share less the sales price per share.

In the event a Class Member has more than one purchase or sale of King ordinary shares during the Class Period, all purchases and sales within the Class Period shall be matched on a First-In, First-Out ("FIFO") basis for purposes of calculating a claim. Under the FIFO method, Class Period sales will be matched in chronological order against King ordinary shares purchased during the Class Period.

A purchase or sale of King ordinary shares shall be deemed to have occurred on the date the purchase or sale took place. All purchase and sale prices shall exclude any fees and commissions. The receipt or grant by gift or assignment of King ordinary shares during the Class Period shall not be deemed a purchase or sale of King ordinary shares for the calculation of a Class Member's claim under the Plan of Allocation unless specifically provided in the gift or assignment.

² An Authorized Claimant is any Class Member whose claim for recovery has been allowed pursuant to the Plan of Allocation described herein and the Stipulation.

³ The first class action complaint was filed on March 17, 2015.

If you covered a purchase of King ordinary shares during the Class Period for shares you originally sold short, those shares will be excluded from the calculation of your claim under the Plan of Allocation. In the event you had a short position in King ordinary shares, the date of covering a “short sale” is deemed to be the date of purchase of those shares. The date of a “short sale” is deemed to be the date of sale of those King ordinary shares. The earliest Class Period purchases shall be matched against such short position, and not be entitled to a recovery for that short position, until that short position is fully covered.

Class Members who do not submit acceptable Proofs of Claim will not share in the Settlement proceeds. The Settlement and the Final Judgment dismissing this Litigation will nevertheless bind Class Members who do not submit a request for exclusion and/or submit an acceptable Proof of Claim.

Distributions will be made to Authorized Claimants after all claims have been processed and after the Court has finally approved the Settlement. The Net Settlement Fund shall be distributed to the Authorized Claimants substantially in accordance with the Plan of Allocation set forth in the Notice and approved by the Court. Class Counsel will make a distribution motion to the Court after all claims have been processed to get approval to distribute the Net Settlement Fund to Authorized Claimants. If there is any balance remaining in the Net Settlement Fund after the initial distribution (whether by reason of tax refunds, uncashed checks or otherwise), Class Counsel shall, if feasible, reallocate such balance among Authorized Claimants in an equitable and economic fashion subject to Court approval. These redistributions shall be repeated with Court approval until the balance remaining in the Net Settlement Fund is too small to distribute to Authorized Claimants. When Class Counsel and the Claims Administrator determine that there is not enough money to make additional distributions to Authorized Claimants, Class Counsel will file a motion with the Court for an order to distribute the remaining money in the Net Settlement Fund to Bay Area Legal Aid.

The Court has reserved jurisdiction to allow, disallow, or adjust the claim of any Class Member on equitable grounds.

Payment pursuant to the Plan of Allocation set forth above shall be conclusive against all Authorized Claimants. No person or entity shall have any claim against Plaintiffs, Plaintiffs’ Counsel, any Claims Administrator, any other person designated by Class Counsel, or Defendants and their Related Persons based on the distributions made substantially in accordance with this Plan of Allocation, or further orders of the Court. All Class Members who fail to complete and file a valid and timely Proof of Claim shall be barred from participating in distributions from the Net Settlement Fund (unless otherwise ordered by the Court), but otherwise shall be bound by all of the terms of the Stipulation, including the terms of any judgment entered and the releases given.

9. How can I get a payment?

To qualify for a payment, you must submit a Proof of Claim. A Proof of Claim is enclosed with this Notice or it may be downloaded at www.kingdigitalshareholdersettlement.com. Read the instructions carefully, fill out the Proof of Claim, include all the documents the form asks for, sign it, and mail it so that it is postmarked or received if submitted online **no later than May 23, 2017**. The Proof of Claim may be submitted online at www.kingdigitalshareholdersettlement.com.

10. When would I get my payment?

The Court will hold a Settlement Fairness Hearing on May 18, 2017 to decide whether to approve the Settlement, the Plan of Allocation, Class Counsel’s request for an award of attorneys’ fees and expenses, and awards to Class Representatives for their efforts in bringing and prosecuting the Litigation. If the Court approves the Settlement and the Plan of Allocation, there may be appeals. It is always uncertain how these appeals will be resolved, and resolving them could take time, likely more than a year. It also takes time for all of the Proof of Claims to be processed. Please be patient.

11. Do I have a lawyer in this case?

The Court has ordered that Robbins Geller Rudman & Dowd LLP and Scott + Scott, Attorneys at Law, LLP (“Class Counsel”) will represent the interests of all Members of the Class. You will not be separately charged for these lawyers. If you want to be represented by your own lawyer, you may hire one at your own expense.

12. How will the lawyers be paid?

Class Counsel will request the Court to award attorneys’ fees of up to 33-1/3% (or \$6,166,666) of the Settlement Fund for their attorneys’ fees and for expenses incurred in the Litigation in an amount not to exceed \$300,000, which were incurred in connection with the Litigation, plus interest earned on both amounts at the same rate and for the same period of time as earned by the Settlement Fund. The Court will make the final decision as to the amounts to be paid to Class Counsel. Such sums will be paid from the Settlement Fund.

13. Will the Class Representatives receive any compensation for their efforts in bringing the Litigation?

The Class Representatives will each request a service award of up to \$2,500 for their services as Class Representatives and their efforts in bringing and prosecuting the Litigation. The Court will make the final decision as to the amount to be paid, if any, to the Class Representatives.

14. What am I giving up to obtain relief under the Settlement?

Unless you exclude yourself, you are staying in the Class, and that means you cannot sue, continue to sue, or be part of any other lawsuit against Defendants and their Related Persons (defined below) about the same issues in this case or about issues that could have been asserted in this case. It also means that all of the Court's orders will apply to you and legally bind you and you will release your Released Claims in this case against Defendants and their respective Related Persons (collectively, the "Released Parties"). "Released Claims" shall collectively mean any and all claims (including "Unknown Claims" as defined in paragraph 1.30 in the Stipulation) against any of the Released Parties arising out of, relating to, or in connection with both (i) the facts, events, transactions, acts, occurrences, statements, representations, misrepresentations, or omissions which were or could have been alleged in the Litigation, and (ii) the purchase or acquisition, holding, sale, or disposition of King's ordinary shares from the date of King's initial public offering on March 26, 2014 to September 22, 2014, except for any claims to enforce the Stipulation. The Stipulation, available on the Internet at the website www.kingdigitalshareholdersettlement.com contains the full terms of the release.

"Related Persons" means each of a Defendant's past or present parents, subsidiaries, affiliates, divisions, joint ventures, and each of their respective past or present directors, officers, employees, partners, members, principals, agents, underwriters, insurers, co-insurers, reinsurers, controlling shareholders, attorneys, accountants or auditors, financial or investment advisors or consultants, banks or investment bankers, personal or legal representatives, predecessors, successors, assigns, spouses, heirs, related or affiliated entities, any entity in which a Defendant has a controlling interest, any member of an individual Defendant's immediate family, or any trust of which any individual Defendant is the settlor or which is for the benefit of any Defendant and/or member(s) of his family.

15. How do I exclude myself from the Class?

You may exclude yourself from the Class. If you want to be excluded, you must mail a letter or postcard stating: **(a)** the name and case number of the Litigation, "*In re King Digital Entertainment plc Shareholder Litigation*, Lead Case No. CGC-15-544770"; **(b)** your full name, address, and telephone number; **(c)** a statement that you do not wish to participate in the Settlement; **(d)** the number of ordinary shares of King purchased between March 26, 2014 and September 22, 2014 (if the number of shares in your letter or postcard is not correct, it will not make your request for exclusion invalid); and **(e)** signed by you. The letter or postcard must be sent by First-Class Mail, postage prepaid, must be **postmarked no later than April 24, 2017**, and must be addressed to the Claims Administrator, as follows:

King Digital Shareholder Litigation
Claims Administrator
c/o Gilardi & Co. LLC
EXCLUSIONS
3301 Kerner Blvd.
San Rafael, CA 94901

Written requests for exclusion must be mailed and cannot be submitted electronically. If you timely request exclusion from the Class, you will be excluded, you will not be bound by the Judgment entered in the Litigation, and you will not be precluded from prosecuting any timely, individual claim against Defendants based on your purchase of King's ordinary shares from March 26, 2014 to September 22, 2014. If you file a Proof of Claim and request exclusion, the Proof of Claim will be processed and your request for exclusion will be invalid.

The Judgment, whether favorable or not, will bind all Class Members who do not request exclusion.

16. How do I tell the Court that I do not like the Settlement?

At the date, time, and location stated in Section 19 below, the Court will hold a Settlement Fairness Hearing to determine if the Settlement is fair, reasonable, and adequate, and to also consider the Plan of Allocation, Class Counsel's request for an award of attorneys' fees and expenses, and service awards to the Class Representatives.

If you have not submitted a timely request for exclusion and wish to object to the fairness, reasonableness or adequacy of the Stipulation or the proposed Settlement, or the Plan of Allocation or to the award of attorneys' fees and expenses or the service awards, you must mail a written objection to Class Counsel at the address set forth below by First-Class Mail, postage prepaid, and **postmarked no later than April 24, 2017**. Objections must be mailed and cannot be submitted electronically.

CLASS COUNSEL

Jeffrey D. Light
ROBBINS GELLER RUDMAN & DOWD LLP
655 West Broadway, Suite 1900
San Diego, CA 92101

If you wish to object, your written objections must state: **(a)** “*In re King Digital Entertainment plc Shareholder Litigation*, Lead Case No. CGC-15-544770”; **(b)** the full name, address, and telephone number of the person objecting; and **(c)** in clear and concise terms, the legal and factual arguments supporting the objection, including a short statement of facts demonstrating that the person objecting is a Class Member. If you object and desire to present evidence at the Settlement Fairness Hearing, you must include copies of any exhibits you intend to introduce into evidence. You may, but need not, hire a lawyer of your choosing to write and serve your objection. If you do make your objection through a lawyer, you will be responsible for your personal attorney’s fees and costs.

IF YOU DO NOT TIMELY MAKE YOUR OBJECTION, YOU WILL HAVE WAIVED ALL OBJECTIONS. YOU WILL NOT BE ENTITLED TO SPEAK AT THE SETTLEMENT FAIRNESS HEARING. AND YOU WILL NOT BE ABLE TO APPEAL FROM ANY FINAL JUDGMENT APPROVING THE SETTLEMENT.

If you submit a written objection, you may appear at the Settlement Fairness Hearing, either in person or through personal counsel hired at your expense, to object to the Settlement, the Plan of Allocation, Class Counsel’s request for an award of attorneys’ fees and expenses, and service awards to Class Representatives. You are not required, however, to appear and the Court will still consider your objection.

17. What is the difference between excluding myself and objecting to the Settlement?

Objecting is simply telling the Court that you do not like something about the Settlement, the Plan of Allocation, the requested award of attorneys’ fees and expenses and/or the service awards to Class Representatives. You can object only if you stay in the Settlement. Excluding yourself is telling the Court that you don’t want to be part of the Settlement. If you exclude yourself, you have no basis to object because the Settlement no longer affects you.

18. What is the Settlement Fairness Hearing?

The Court has preliminarily approved the Settlement and will hold a hearing to decide whether to give final approval to the Settlement. The purpose of the Settlement Fairness Hearing will be for the Court to determine whether the Settlement should be approved as fair, reasonable, and adequate, to consider the Plan of Allocation, to consider the award of attorneys’ fees and expenses to Class Counsel, and to consider the request for service awards to the Class Representatives.

19. When and where is the Settlement Fairness Hearing?

On May 18, 2017, at 9:00 a.m., a hearing will be held on the fairness of the proposed Settlement. At the hearing, the Court will be available to hear any objections and arguments concerning the proposed Settlement’s fairness, the Plan of Allocation’s fairness, the fairness of Class Counsel’s request for an award of attorneys’ fees and expenses, and the fairness of the service awards to Class Representatives. The hearing will take place before the Honorable Curtis E.A. Karnow in Department 304 of the San Francisco County Superior Court, located at the Civic Center Courthouse, 400 McAllister Street, San Francisco, CA 94102.

The hearing may be postponed to a different date or time or location without notice. Please check www.kingdigitalshareholdersettlement.com or call Rick Nelson, a representative of Class Counsel, toll-free at 1-800-449-4900 for any updates about the Settlement Fairness Hearing specifically. If the date or time of the Settlement Fairness Hearing changes, an update to the Settlement website or a call to Rick Nelson will be the only way you will be informed of the change.

20. May I speak at hearing?

At the hearing, the Court will be available to hear any objections and arguments concerning the fairness of the Settlement, the Plan of Allocation, Class Counsel’s request for an award of attorneys’ fees and expenses and Class Representative service awards.

You may attend, but you do not have to and the Court will still consider your objection. As described above in Section 16, you may speak at the Settlement Fairness Hearing only if you have mailed Class Counsel a written objection.

If you have requested exclusion from the Class, however, you will not be allowed to speak at the Settlement Fairness Hearing.

21. How do I get more information?

To obtain a copy of the Stipulation, the Court’s Preliminary Approval Order, and the operative complaint filed in the Litigation, or to access the Proof of Claim, you can visit the Settlement website located at www.kingdigitalshareholdersettlement.com. In addition, the papers in support of final approval of the Settlement, the Plan of Allocation and the request for an award of attorneys’ fees and expenses shall be posted to the website after they are filed on **April 10, 2017**.

Alternatively, you may contact the Claims Administrator by telephone at 1-866-664-1678, or by mail at: "*King Digital Shareholder Litigation*," Claims Administrator, c/o Gilardi & Co. LLC, P.O. Box 30247, College Station, TX 77842-3247.

This description of the Litigation is general and does not cover all of the issues and proceedings that have occurred. In order to see the complete file, you may access the file online at www.sfsuperiorcourt.org/online-services and enter Case No. CGC-15-544770. You may also visit the Clerk's office at the San Francisco County Superior Court, located at the Civic Center Courthouse, 400 McAllister Street, San Francisco, CA 94102. The Clerk will tell you how to obtain the file for inspection and copying at your own expense.

You may also contact a representative of Class Counsel: Rick Nelson, Shareholder Relations, Robbins Geller Rudman & Dowd LLP, 655 West Broadway, Suite 1900, San Diego, CA 92101, 1-800-449-4900 for more information about the Settlement or the Litigation.

22. What if my address or other information has changed or changes after I submit a Proof of Claim?
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It is your responsibility to inform the Claims Administrator of your updated information. You may do so at the address below:

King Digital Shareholder Litigation
Claims Administrator
c/o Gilardi & Co. LLC
P.O. Box 30247
College Station, TX 77842-3247
1-866-664-1678
info@kingdigitalshareholdersettlement.com

DO NOT ADDRESS ANY QUESTIONS ABOUT THE SETTLEMENT OR THE LITIGATION TO THE CLERK OF THE COURT OR THE JUDGE.

SPECIAL NOTICE TO BANKS, BROKERS, AND OTHER NOMINEES

If you hold any King ordinary shares purchased from March 26, 2014 to September 22, 2014, as a nominee for a beneficial owner, then, within ten (10) days after you receive this Notice, you must either: (1) send a copy of this Notice by First-Class Mail to all such Persons; or (2) provide a list of the names and addresses of such Persons to the Claims Administrator:

King Digital Shareholder Litigation
Claims Administrator
c/o Gilardi & Co. LLC
P.O. Box 30247
College Station, TX 77842-3247
edata@gilardi.com

If you choose to mail the Notice and Proof of Claim yourself, you may obtain from the Claims Administrator (without cost to you) as many additional copies of these documents as you will need to complete the mailing.

Regardless of whether you choose to complete the mailing yourself or elect to have the mailing performed for you, you may obtain reimbursement for or advancement of reasonable administrative costs actually incurred or expected to be incurred in connection with forwarding the Notice and which would not have been incurred but for the obligation to forward the Notice, upon submission of appropriate documentation to the Claims Administrator.

DATED: February 1, 2017

BY ORDER OF THE SUPERIOR
COURT OF CALIFORNIA,
COUNTY OF SAN FRANCISCO
HONORABLE CURTIS E.A. KARNOW