

4 January 2017

Dear Shareholder,

In accordance with the Companies Act 2006, Hollywood Bowl Group plc is permitted to use its website to communicate with shareholders who have consented to receive information in that manner. Communicating in this way will help to make Hollywood Bowl Group plc a more environmentally friendly company, cutting production and distribution costs and reducing waste and pollution.

Annual reports, notices of shareholder meetings and other documents that are required to be sent to shareholders are published on our website www.hollywoodbowlgroup.com. For those shareholders who consent, we will notify you when such documents are available to view on our website and you will no longer automatically receive a hard copy in the post.

You still have the right to request (at no charge) hard copy versions of shareholder information.

- If you wish to receive shareholder information by means of our website, you need to take no further action. You will be notified by post when shareholder information has been placed on the website.
- If you wish to receive shareholder information in hard copy form, you should complete and sign the reply slip at the foot of this letter, detach and return it in an envelope to our registrar, Capita Asset Services, at: FREEPOST CAPITA SAS.
- If you do not reply within 28 days from the date of despatch of this letter, you will be deemed to have consented to website publication of shareholder information and you will no longer receive hard copies in the post.

Whichever form of communication you choose, if you have access to the internet we would encourage you to look at the Company's website, www.hollywoodbowlgroup.com, as it provides a wide range of information which may be of interest to you; such as the latest share price, press releases and as well as the annual report and accounts.

I would also like to take this opportunity to inform you of the services that are available to shareholders via our Registrar's website www.capitashareportal.com. These include access to your shareholding and the ability to amend your address online. If you require assistance while using the Registrar's website, please telephone Capita Asset Services on 0871 664 0300 (From overseas +44 371 664 0300). Calls cost 12p per minute plus your phone company's access charge. Calls outside the United Kingdom will be charged at the applicable international rate. Lines are open between 09:00 – 17:30, Monday to Friday excluding public holidays in England and Wales.

Yours sincerely



Peter Boddy
Chairman

Please detach this slip and return to: FREEPOST CAPITA SAS (No stamp is needed)

I wish to continue to receive printed Shareholder Documents from Hollywood Bowl Group plc

Full Name of Shareholder(s) in block capitals

Full Address of Shareholder(s) in block capitals

Investor Code if known

Signature

Date

Please note that if you do not detach and return this form by 1 February 2017 (28 days after the date at top of letter) you will be deemed to have consented to receive shareholder information via our website.