

**NOTICE OF GUARANTEED DELIVERY
OF
COMCAST CORPORATION AND
SKY LIMITED**

RELATING TO

**Offers to Purchase for Cash Any and All Outstanding
3.700% Notes due 2024, Floating Rate Notes due 2024 and 3.375% Notes due 2025
Issued by Comcast Corporation**

and

**Offer to Purchase for Cash Any and All Outstanding
3.750% Senior Unsecured Notes due 2024
Issued by Sky Limited**

**PURSUANT TO THE OFFER TO PURCHASE DATED MAY 1, 2023 (THE “OFFER TO
PURCHASE”)**

**THE OFFERS AND WITHDRAWAL RIGHTS WILL EXPIRE AT 5:00 P.M.,
NEW YORK CITY TIME, ON MAY 5, 2023, UNLESS EXTENDED OR EARLIER
TERMINATED (SUCH TIME AND DATE, AS THE SAME MAY BE EXTENDED, THE
“EXPIRATION TIME”)**

The Tender and Information Agent for the Offers is:

D.F. King & Co., Inc.

*By Regular, Registered or Certified Mail; Hand or
Overnight Delivery:*
48 Wall Street, 22nd Floor
New York, New York 10005

Banks and Brokers, call collect: +1 (212) 269-5550
All others, call toll-free: +1 (877) 478-5045

Email: cmcsa@dfking.com

By Facsimile Transmission (for eligible institutions
only):

+1 (212) 709-3328
Confirmation: +1 (212) 232-3233

Delivery of this Notice of Guaranteed Delivery to an address other than the one set forth above or transmission of instructions via facsimile to a number other than the facsimile number set forth above will not constitute a valid delivery to the Tender and Information Agent. The method of delivery of this Notice of Guaranteed Delivery and all other required documents to the Tender and Information Agent, including delivery through DTC and any acceptance or Agent’s Message transmitted through ATOP (as defined and described in the Offer to Purchase), is at the election and risk of holders.

This Notice of Guaranteed Delivery is being provided in connection with the offers by Comcast Corporation (“Comcast” and such offers, collectively the “Comcast Offers”) to purchase for cash any and all of its outstanding 3.700% Notes due 2024, Floating Rate Notes due 2024 and 3.375% Notes due 2025

(collectively, the “Comcast Notes”) and the offer by Sky Limited (“Sky” and such offer, the “Sky Offer” and together with the Comcast Offers, the “Offers”) to purchase for cash any and all of its outstanding 3.750% Senior Unsecured Notes due 2024 (the “Sky Notes” and, together with the Comcast Notes, the “Notes”). Each Offer is made upon the terms and subject to the conditions set forth in the Offer to Purchase. Capitalized terms used but not defined herein shall have the meaning given to them in the Offer to Purchase.

This Notice of Guaranteed Delivery, or a form substantially equivalent hereto, must be used to accept the Offers if the procedure for book-entry transfer cannot be completed on a timely basis at or prior to the Expiration Time. If you desire to tender Notes in the Offers and the procedures for book-entry transfer cannot be completed on a timely basis before the Expiration Time, your tender may still be effected if (1) the tender is made by or through an Eligible Institution (as defined in the Offer to Purchase); (2) guaranteed deliveries are submitted only in principal amounts equal to the applicable Minimum Denominations (as defined in the Offer to Purchase) and integral multiples of \$1,000 in excess thereof; (3) the Tender and Information Agent receives by mail, overnight courier or facsimile transmission, before the Expiration Time, a properly completed and duly executed Notice of Guaranteed Delivery in the form we have provided, including (where required) a signature guarantee by an eligible guarantor institution in the form set forth herein; and (4) the Tender and Information Agent receives the Notes, in proper form for transfer, or confirmation of book-entry transfer of the Notes into the Tender and Information Agent’s account at the book-entry transfer facility, together with any required signature guarantees, or an Agent’s Message, and any other required documents, no later than the Guaranteed Delivery Date, which is expected to be 5:00 p.m., New York City time, on May 9, 2023, and which in any case will be two business days after the Expiration Time.

The eligible guarantor institution (as defined below) that completes this form must communicate the guarantee to the Tender and Information Agent within the time period shown herein. Failure to do so could result in a financial loss to such DTC participant.

Foreign holders that want to tender using a guaranteed delivery process should contact their brokers, the Issuers or the Tender and Information Agent.

United Kingdom

The communication of this Notice of Guaranteed Delivery and any other documents or materials relating to the Offers is not being made by, and such documents and/or materials have not been approved by, an authorized person for the purposes of section 21 of the Financial Services and Markets Act 2000, as amended (the “FSMA”). This Notice of Guaranteed Delivery and any other documents or materials relating to the Offers are for distribution to and directed only at: (i) persons outside the United Kingdom; (ii) persons who have professional experience in matters relating to investments falling within the definition of “investment professionals” in Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (the “Order”); (iii) high net worth companies, and other persons to whom such documents and materials may lawfully be communicated, falling within Article 49(2)(a) to (d) of the Order; (iv) members, creditors and other persons falling within Article 43(2) of the Order; and (v) any other person to whom an invitation or inducement to engage in investment activity (within the meaning of section 21 of the FSMA) in connection with the Offers may otherwise lawfully be communicated or caused to be communicated (all such persons in (i) to (v) together being referred to as “Relevant Persons”). Any investment or investment activity to which this Notice of Guaranteed Delivery relates is available only to, and will be engaged in only with, Relevant Persons. Any person who is not a Relevant Person should not act or rely on this Notice of Guaranteed Delivery or any of its contents.

Ladies and Gentlemen:

The undersigned represents that the undersigned owns and hereby tenders to the applicable Issuer, upon the terms and subject to the conditions set forth in the Offer to Purchase relating to the Comcast Offers to purchase for cash any and all of the outstanding Comcast Notes and the Sky Offer to purchase for cash any and all of the outstanding Sky Notes, dated May 1, 2023 (the "Offer to Purchase"), receipt of which is hereby acknowledged, the principal amount of Notes, set forth below, all pursuant to the guaranteed delivery procedures set forth in the Offer to Purchase. Capitalized terms used but not defined herein shall have the meaning given to them in the Offer to Purchase.

The undersigned understands that tenders of Notes pursuant to the Offers may not be withdrawn after the Expiration Time. Tenders of Notes may be withdrawn at or prior to the Expiration Time, as provided in the Offer to Purchase.

All authority conferred or agreed to be conferred by this Notice of Guaranteed Delivery shall not be affected by, and shall survive, the death or incapacity of the undersigned, and every obligation of the undersigned under this Notice of Guaranteed Delivery shall be binding upon the heirs, executors, administrators, trustees in bankruptcy, personal and legal representatives, successors and assigns of the undersigned.

Guaranteed deliveries may be submitted only in principal amounts equal to the applicable Minimum Denomination and integral multiples of \$1,000 in excess thereof. Holders who tender less than all of their Notes must continue to hold any Comcast Notes or Sky Notes in a principal amount equal to, or in excess of, the applicable Minimum Denomination.

If the ATOP procedures are used, the DTC participant need not complete and physically deliver the Notice of Guaranteed Delivery. However, the DTC participant will be bound by the terms of the Offers.

As more fully described in the Offer to Purchase, guaranteed deliveries will be required to be provided no later than the Guaranteed Delivery Date, which is expected to be 5:00 p.m., New York City time, on May 9, 2023, and which, in any case, will be two business days following the Expiration Time. The Guaranteed Delivery Settlement Date will take place on May 10, 2023. We will not pay accrued interest for any periods following the Settlement Date in respect of any Notes tendered in the Offers, and under no circumstances will additional interest on the Consideration be paid by the applicable Issuer by reason of any delay in the guaranteed delivery procedures.

Principal Amount of Comcast's 3.700% Notes due 2024 Tendered: _____

Principal Amount of Comcast's Floating Rate Notes due 2024 Tendered: _____

Principal Amount of Comcast's 3.375% Notes due 2025 Tendered: _____

Principal Amount of Sky's 3.750% Senior Unsecured Notes due 2024 Tendered: _____

Account Number: _____

Dated: _____, 2023

Name(s) of Record Holder(s): _____

Address(es) (including Zip Code): _____

THE GUARANTEE ON THE REVERSE SIDE MUST BE COMPLETED.

GUARANTEE

(Not to be used for signature guarantee)

The undersigned, a firm that is a participant in the Securities Transfer Agents Medallion Program, or an “eligible guarantor institution” (as such term is defined in Rule 17Ad-15 under the Securities Exchange Act of 1934, as amended), hereby (i) represents that the above-named persons are deemed to own the Notes tendered hereby, (ii) represents that such tender of Notes is being made by guaranteed delivery and (iii) guarantees that the Notes tendered hereby in proper form for transfer or confirmation of book-entry transfer of such Notes into the Tender and Information Agent’s account at the book-entry transfer facility, pursuant to the procedures set forth in “Procedures for Tendering Notes—Guaranteed Delivery Procedures” in the Offer to Purchase, in each case together with the Notes to be tendered or an Agent’s Message (as defined in the Offer to Purchase) in the case of a book-entry delivery, and any other required documents, will be received by the Tender and Information Agent at its address set forth above within two business days after the date of execution hereof.

The eligible guarantor institution that completes this form must communicate the guarantee to the Tender and Information Agent. Failure to do so may result in financial loss to such eligible guarantor institution.

Name of Firm: _____

Authorized Signature: _____

Name: _____

Title: _____

(Please Type or Print)

Address: _____

Zip Code: _____

Area Code and Telephone Number(s): _____

Dated: _____, 2023

DO NOT SEND NOTES WITH THIS FORM.

THE OFFERORS

Comcast Corporation

One Comcast Center
Philadelphia, PA 19103

Sky Limited

Grant Way
Isleworth
Middlesex
TW7 5QD

JOINT DEALER MANAGERS

Deutsche Bank Securities Inc.

1 Columbus Circle
New York, NY 10019
Attention: Liability Management Group
Toll-Free: +1 (866) 627-0391
Collect: +1 (212) 250-2955

TD Securities (USA) LLC

1 Vanderbilt Avenue, 11th Floor
New York, NY 10017
Attention: Liability Management Group
Toll Free: +1 (866) 584-2096
Collect: +1 (212) 827 2842
Email: LM@tdsecurities.com

Requests for information in relation to the procedures for tendering Notes in, and for any documents or materials relating to, the Offers should be directed to the Tender and Information Agent at the address or telephone numbers set forth below. You may also contact your broker, dealer, commercial bank or trust company or other nominee for assistance concerning the Offers.

D.F. King & Co., Inc.

*By Regular, Registered or Certified Mail; Hand or
Overnight Delivery:*

48 Wall Street, 22nd Floor
New York, New York 10005

By Facsimile Transmission
(for eligible institutions only):

+1 (212) 709-3328
Confirmation: +1 (212) 232-3233

Banks and Brokers, call collect: +1 (212) 269-5550
All others, call toll-free: +1 (877) 487-5045

Email: cmcsa@dfking.com

Copies of the Offer to Purchase and Notice of Guaranteed Delivery are available at the following web address: www.dfking.com/cmcsa.