



PURPLE GROUP LIMITED



UNAUDITED INTERIM GROUP RESULTS

FOR THE SIX MONTHS ENDED 28 FEBRUARY 2023



PURPLE GROUP
LIMITED

 **EasyEquities**

 **EasyProperties**

 **EasyCrypto**

RISE

RETIREMENT INVESTMENTS AND SAVINGS
FOR EVERYONE

<GT247.COM>

EMPEROR 
ASSET MANAGEMENT

CONTENTS

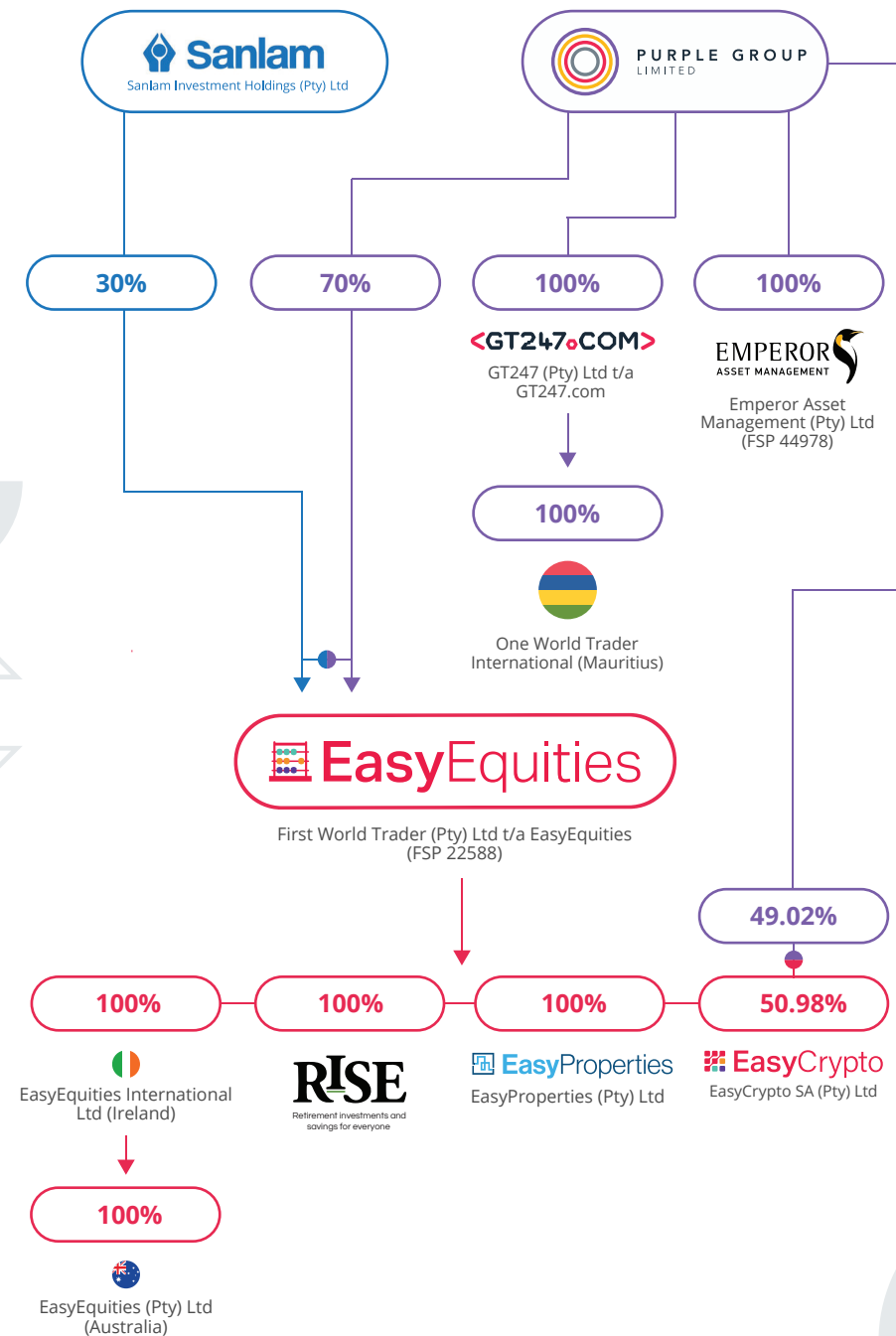
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GROUP STRUCTURE



PURPLE GROUP LIMITED

Group Structure



COMMENTARY

KEY TERMINOLOGY

The following terms have been used throughout this report:

- **Active Client:** Is a client of the EasyEquities Group that has at least one funded investment account. Clients that hold numerous investment accounts across the platforms are only counted once.
- **Client Assets:** refers to the market value (in Rands) of Active Clients' investments, administered and serviced by the EasyEquities Group's various investment platforms.
- **Activity Based Revenue:** Activity Based revenue comprises revenue that is directly driven by the level of client activity on the platform and primarily includes execution revenue, foreign exchange transfer fees and early settlement fees. These revenue types would primarily be driven by the level of client deposits, withdrawals and portfolio turnover.
- **Non-activity Based Revenue:** Non-activity Based revenue includes revenue that is more closely linked to the value of Client Assets on the platform, primarily including, asset management fees, administration revenue, cash management fees and other asset based fees.
- **Client Cohorts :** Clients have been grouped according to the financial year in which a client first registered an account on the EasyEquities platform i.e. If a client registered an account during the period 1 September 2014 to 31 August 2015, they would form part of the "2015 Cohort", similarly a client that registered during the period 1 September 2017 to 31 August 2018 would form part of the "2018 Cohort". *(The cohort classification was previously based on the calendar year in which a client registered).*
- **ARPU:** Average revenue per Active Client.
- **COS:** Cost of service refers to the annual cost to the business of servicing Active Clients.
- **COA:** Costs to acquire and onboard a new Active Client.
- **YTD 2022:** 6 months ended 28 February 2022.
- **YTD 2023:** 6 months ended 28 February 2023.
- **FY 2022:** 12 months ended 31 August 2022.

COMMENTARY CONTINUED

PURPLE GROUP HIGHLIGHTS



PURPLE GROUP
LIMITED

GROUP REVENUE
INCREASED BY 6.7% TO

▲R146^{mn}

(YTD 2022: R137 MILLION)

GROUP
OPERATING EXPENSES
INCREASED BY 57.8% TO

▲R142^{mn}

(YTD 2022: TO R90 MILLION)

NET ASSET VALUE PER SHARE
INCREASED BY 8.9% TO

▲38.72^{cps}

(YTD 2022: 35.56^{cps})

GROUP BASIC LOSS
PER SHARE
OF

▼0.85^{cps}

COMPARED TO EARNINGS OF
1.63^{cps}, A DECREASE OF 152%

EASYEQUITIES GROUP HIGHLIGHTS



(YTD 2022: R109 MILLION)

(YTD 2022: 79%)

(YTD 2022: 23 MILLION)

(YTD 2022: 88%)

(YTD 2022: 13 MILLION)

(2021: 1.47^{MN})

(YTD 2022: 671 454)

(YTD 2022: R36.8 BILLION)

(YTD 2022: EXCELLENT)

COMMENTARY CONTINUED

EASYEQUITIES GROUP HIGHLIGHTS



EASYEQUITIES
RETAIL INFLOWS
DECREASED BY 34.2% TO

▼ **R2.9^{bn}**

(YTD 2022: R4.4 BILLION)

EASYEQUITIES
RETAIL OUTFLOWS
AS A % OF AVERAGE
CLIENT ASSETS

▼ **7.6%**

(YTD 2022: 8.07%)

EASYEQUITIES RETAIL
NET INFLOWS
AS A % OF AVERAGE
CLIENT ASSETS

▼ **2.74%**

(YTD 2022: 9.34%)

EASYPROPERTIES
ACTIVE CLIENTS
INCREASED BY 46.0% TO

▲ **86 620**

(YTD 2022: 59 330)

EASYPROPERTIES
CLIENT ASSETS
INCREASED BY 47.2% TO

▲ **R324^{mn}**

(YTD 2022: R220 MILLION)

EASYPOLY ACTIVE CLIENTS
INCREASED BY 33.1% TO

▲ **175 046**

(YTD 2022: 131 547)

EASYPOLY CLIENT ASSETS
DECREASED BY 8.3% TO

▼ **R495^{mn}**

(YTD 2022: R539 MILLION)

RISE ASSETS
UNDER MANAGEMENT
INCREASED BY 20.6% TO

▲ **R9.3^{bn}**

(YTD 2022: R7.7 BILLION)

COST OF SERVICE
PER ACTIVE CLIENT
DECREASED BY 4.4% TO

▼ **R75.83**

(YTD 2022: 79.34)

COMMENTARY CONTINUED

LETTER FROM THE CEO

BUSINESS REVIEW

The core value drivers of the Purple Group continue to perform very well. We have more partners than ever before, new customers continue to arrive at a healthy rate and existing customers choose to stay the course and keep growing their assets with us. Our customers love our products and platforms, and we continue to invest heavily into ensuring we can deliver more products to solve more client needs while opening new markets and improving our customer experience all the time.

Tough economic conditions have driven traded value, relative to client assets on platform, to historic lows. Nonetheless, over the last 6 months, R2.9 billion in deposits still flowed into new investments with us. Whilst the cyclical nature of markets and the economy will impact our client's ability to save and invest, we remain determined to pursue our purpose, to democratise investing and empower financial dignity for all while building the world's best investment platform.

Considerable investment in the period was directed at securing and scaling our IT and operations infrastructure, projects that will result in a lower cost to serve customers in the periods ahead, increase revenue and open up new gateways to customer growth, through the Philippines and into South East Asia and beyond.

Our ability to serve clients at a lower cost, year on year, is a significant asset of the group which enables us to:

1. be more profitable from existing customers each year;
2. on-board new customers to be profitable faster and faster; and
3. launch new products at a lower cost than our competitors.

Our economic model is now more balanced between retail and institutional flows and much less reliant on activity-based revenue as annuity revenue grows, which as it increases improves our ability to be profitable in all market cycles.

We will shortly announce details of our intention to raise R150 million of new capital to specifically fund the growth strategy of the Easy Group of companies over the next 3 years.

Thank you to all staff, partners, shareholders and customers for their support, ongoing investment, and engagement over the period.

COMMENTARY CONTINUED

NEW PRODUCTS, PARTNERS AND REGIONS

While new products, regions, and partnership initiatives are taking longer to implement and scale, it would be short-sighted to not recognise the incredible opportunity presented by these to the Purple Group.

Partnering GCash alone, the largest and fastest growing mobile wallet in the Philippines servicing more than seventy million Filipinos, will prove to be the most significant value creating event in our history and paves the way to more partnerships in the region. Whilst this has been much harder, more costly and continues to take much longer than anticipated to launch, the reality is that the more difficult it proves to be, the greater the opportunity it presents. We are engaging regularly with the regulator in Philippines (SEC) and directly managing the process to introduce global stocks to the Filipino population and managing the regulatory risk directly

PHILIPPINES

EasyEquities Philippines Inc has had its incorporation successfully approved by the Securities and Exchange Commission (SEC) in the Philippines. We have more than twenty staff onboarded in the region across all operations providing the Easy Group with the talent and skills to be effective in the region whilst also ensuring that we have coverage 24 hours of the day. We have signed a distribution partnership with GCash and successfully integrated our services into their mobile app. As we did in South Africa, the launch of this exciting partnership will be preceded by a Fantasy Investing Game expected to go live in June 2023. This partnership is a significant milestone in the Philippine and South East Asian investment landscape. It brings together the power of mobile technology, fintech innovation, global investing, and shared purpose to provide Filipinos with a unique opportunity to grow their wealth and achieve their financial goals.

KENYA

We have made good progress towards launching our services in the region, we have concluded legal agreements with a local broker and built a good relationship with the Kenya - NairobiStock Exchange, who are as excited by our entry to the market as we are. We are now awaiting Central Bank approval for our broker partnership which will then allow us to launch in the region. This is expected to occur and launch in the next 6 months.

EASYPROTECT

The roll out of our first insurance product, EasyProtect – Life, in partnership with Indie, a wholly owned subsidiary of the Sanlam Group, is underway. The product is still only available to a small group of beta clients as we take learnings from client experiences and translate these into further product improvements. Early indications are that this product can disrupt the life insurance space and with it uplift ARPU. However, we are cautious to roll out the product too broadly as we are using the time to learn and adapt approaches.

EASYCREDIT

The ability to take a conservative, low-cost loan against your share portfolio will launch in beta in May, with a broader rollout to qualifying account holders in July and August. The observed insight from our client data is that more than 50% of all withdrawals are to fund “emergency” events and that the funds typically return to the platform within 12 months. This product is designed to give our clients an alternative to withdrawing from their investments, enabling them to stay invested and avoid tax effects. EasyCredit is priced well below other forms of credit finance and importantly below average expected returns from SA equities to give clients the best chance that the moderate leverage enabled through the product generates a positive return to their investment portfolios.

COMMENTARY CONTINUED

CORE VALUE DRIVERS REVIEW

Client deposits, the strongest driver of economic activity and revenue on our platforms, came under significant pressure from inflation and with it rising interest rates and cost of living.

ACTIVE CLIENTS

Whilst growth slowed to 8.9% during the period, compared to FY 2022, it is worth noting that we still averaged monthly registrations and conversion to active accounts of 26 315 and 11 308, respectively. In the context of our marketing spend, the economy and relative to our competitors these remain resilient and robust customer growth achievements.

PARTNERSHIPS

We launched two new partnerships in the reporting period, Discovery Bank and Telkom. Early insights are that Discovery Bank clients are proving to be higher value clients, the partnership launched successfully to their client base in September 2022, since then more than 40 000 Discovery Bank customers have either linked or signed up to EasyEquities through the banking app. The partnership teams have prioritised initiatives that will increase the rate of onboarding and conversion that will launch in the months ahead. The Telkom partnership has gained little traction so far and the teams are robustly reviewing the marketing strategy and partnership approach.

ASSETS

Client asset performed strongly across our platforms, up an impressive 14.2% since FY 2022. Clients were well rewarded for staying the course and the strongest influencer in asset growth was the recovery in local and international markets. Client retention of assets across our platforms no matter the market cycle continues to be a standout characteristic of our customers, proving time after time that while tough times do not last, it is a fact that Easy Investors do.

ARPU

ARPU came under significant pressure in the current period down circa 30%, the most significant influencing factor being a 34.2% reduction in deposits, which decline was driven by the recessionary market conditions we find ourselves in. Encouragingly while deposits were down withdrawals were stable, an incredibly positive indicator for client and asset retention.

COS

Cost to serve an active client decreased by 4.4% YTD, extending on its impressive year on year declines. This despite inflationary pressure on all costs and a decision to invest more in scaling and securing our IT platforms. Our ability to serve clients at a lower cost year on year not only improves current customer profitability but also opens profitable market opportunities that just a few years ago would have been unprofitable to serve. It is a significant asset of the group and a strategic advantage over our competitors in profitably rolling out new products and penetrating new markets.

COMMENTARY CONTINUED

STRATEGY UPDATE

Simplistically, delivering value to shareholders through our strategy is a function of successfully making choices that in the outcome maximise positive impact on our core value drivers.

In short that means that year on year we need to deliver growth in active customers and average revenue per customer; while also decreasing the cost of acquisition and the cost to serve customers. At the same time ensuring that we are building trust, scale, stability, and security (TSSS) in our platforms, products, partnerships, and people.

This comes down to successfully allocating our resources to the areas where we believe we will achieve maximum impact. Whilst deciding where to allocate resource can never be an exact science our process is a considered weighting of our experienced team's inputs, customer data insights and a thorough review of the prevailing economic environment.

Over the last few years our resource allocation has been biased towards growth in active customers and locking in distribution through core partnerships. The team have delivered exceptional results in this regard and while 80% of all customers onboarded are still through our own direct channels our partnership teams have learnt much together and are improving the acquisition rates all the time.

More recently, the significant scale of our operations, potential of new products, partnerships, and regions to deliver new runways for client acquisition and improved client profitability has seen us shift resources towards reducing COS and increasing ARPU and TSSS.

Some of these strategies are already delivering satisfactory results that are evident in our current numbers e.g. COS continues to decline, however, others are taking longer to execute and proving more costly to implement, as such the real impact of these will only be felt in the periods ahead e.g. launching in the Philippines, EasyCredit and EasyProtect.

To illustrate the possible impact of shifting resources to these areas and using current customer numbers as a baseline, which wrongly assumes no further customer growth from here, the future value to the Easy Group income statement, in achieving a R10 improvement in either COS or ARPU improves profitability by + R8 Million per improvement.

So, while some projects are taking longer and proving to be more costly to achieve than budgeted only a few must be successful to deliver considerable value to shareholders.

In this regard our strategies, funded through the capital raise, are focused on improving ARPU and COS by at least R50 each which will conservatively (no customer growth scenario) deliver an additional R80 million per year in profits 3 years out. Using EasyCredit as an example here and assuming conservatively that 30% of our active customers will take a loan to the value of 15% of their portfolios will have the positive impact of increasing ARPU across the entire customer base by R27 alone.

Growth, in the current market cycle, is certainly under pressure but the groups response to more evenly allocate resources across all its value drivers will ensure that we deliver to shareholder expectations regardless of economic conditions in the financial periods ahead.



Charles Savage

Chief Executive Officer

COMMENTARY CONTINUED

MESSAGE FROM THE BOARD

The Board members are in support of the Group's Strategy, both in South Africa and abroad, and they believe that the Group is in a strong position to be able to capitalise on current and future opportunities, drive growth and, in the result, create shareholder value.

The Group has the following strategy drivers in place to achieve this:

- Drive Group alignment – the alignment of the Purple Group, its respective Subsidiaries, shareholders, board and staff around a common brand and single-minded purpose to enable faster decision-making, more efficient operations and the ability to leverage our distribution.
- Leverage distribution – leverage the growing, loyal and increasingly valuable client base and partnerships of the group by solving more customer needs while delivering considerable value to clients, partners and shareholders alike.
- Deliver on our purpose – deliver products that assist clients in creating or protecting wealth.
- Diversify income sources and prove our capability internationally.
- Earnings, capital and growth – focus best efforts on scaling South African and International operations by investing in building our team, products, platforms and partnerships.
- Improve Profitability - Managing team performance through OKRs, tracking outcomes into Value Drivers and focusing and prioritising efforts on improving ARPU and COS.
- Make it even Easier – remove friction and barriers from executing strategy at speed and delighting customers through a fun, educational and frictionless user experience.

COMMENTARY CONTINUED

OPERATIONAL SEGMENT REVIEW



PURPLE GROUP
LIMITED

PURPLE GROUP CONSOLIDATED

Consolidated statement of profit or loss

	Unaudited 6 months 28 February 2023 R'000	Unaudited 6 months 28 February 2022 R'000	Change 2022 to 2023 %	Audited 12 months 31 August 2022 R'000
Revenue	146,021	136,796	6.7	274,003
Commissions and research expenses	(7,627)	(2,883)	164.6	(5,135)
Operating expenses	(142,402)	(90,263)	57.8	(212,490)
Share of profit of joint venture	-	3,375	(100.0)	5,249
(Loss)/ profit before fair value, impairment adjustments, interest, depreciation & amortisation	(4,008)	47,025	(108.5)	61,627
Finance income	4,406	2,035	116.5	7,282
Finance costs	(1,070)	(1,146)	(6.6)	(2,168)
Depreciation and amortisation	(19,185)	(12,154)	57.8	(26,413)
(Loss)/ profit before fair value, impairment adjustments and tax	(19,857)	35,760	(155.5)	40,328
Fair value & impairment adjustments	135	(452)	(129.9)	44,548
(Loss)/ profit before tax	(19,722)	35,308	(155.9)	84,876
Income tax benefit/ (expense)	4,069	(9,423)	(143.2)	(13,926)
(Loss)/ profit for the period	(15,653)	25,885	(160.5)	70,950
(Loss)/ profit attributable to:				
Owners of the Company	(10,627)	17,689	(160.1)	43,968
Non-controlling interest	(5,026)	8,196	(161.3)	26,982
	(15,653)	25,885	(160.5)	70,950
<i>Earnings per share</i>				
Basic (loss)/ earnings per share (cents)	(0.85)	1.63	(152.0)	3.71
Diluted (loss)/ earnings per share (cents)	(0.83)	1.56	(153.3)	3.60

- The loss attributable to ordinary shareholders of Purple Group amounts to R10.6 million YTD 2023, compared to a profit of R17.7 million in the prior comparative period.
- The Group generated a basic and headline loss of 0.85 cents per share for the period, compared to a basic and headline earnings of 1.63 cents per share in the prior comparative period, representing a decrease of 152.0%.

COMMENTARY CONTINUED



EASY GROUP

The **Easy Group** results include the consolidated results of the various entities operating within the group, including:

- **EasyEquities** - the core EasyEquities business operations operated within First World Trader Proprietary Limited;
- **EasyProperties** - consolidated on a line by line basis as a subsidiary;
- **EasyCrypto** - consolidated on a line by line basis as a subsidiary; and
- **RISE** - up to 22 August 2022, the RISE results were accounted for as an investment in joint venture and 50% of the RISE profits were shown under "Share of Profit in Joint Venture". From 23 August 2022 RISE results have been consolidated on a line by line basis as a subsidiary; Hence for the six months ended 28 February 2023, RISE results have been consolidated on a line by line basis, whereas, for the six months ended 28 February 2022, the RISE results were accounted for as an investment in joint venture and 50% of RISE profits were shown under "Share of profit in joint venture".

EASY GROUP STATEMENT OF PROFIT OR LOSS

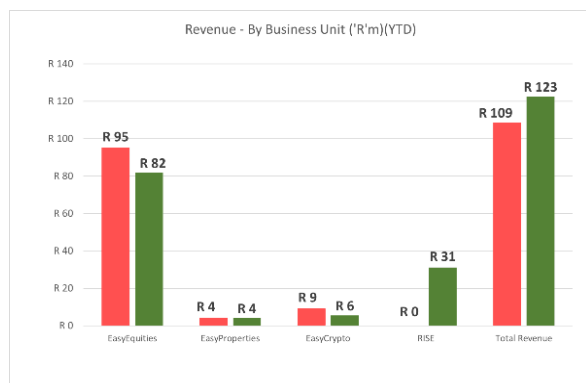
	Unaudited 6 months 28 February 2023 R'000	Unaudited 6 months 28 February 2022 R'000	Change 2022 to 2023 %	Audited 12 months 31 August 2022 R'000
Revenue	122,575	108,726	12.7	214,041
Commissions and research expenses	(4,992)	(1,350)	269.8	(1,844)
Operating expenses	(123,629)	(69,230)	78.6	(166,579)
Share of profit of joint venture	-	3,375	(100.0)	5,249
(Loss)/ profit before fair value adjustments, interest, depreciation & amortisation	(6,046)	41,521	(114.6)	50,867
Finance income	4,330	2,035	112.8	7,282
Finance costs	(97)	(227)	(57.3)	(498)
Depreciation and amortisation	(19,120)	(12,083)	58.2	(26,275)
(Loss)/ profit before fair value adjustments and tax	(20,933)	31,246	(167.0)	31,376
Fair value adjustments	-	-	N/A	48,931
(Loss)/ profit before tax	(20,933)	31,246	(167.0)	80,307
Income tax benefit/ (loss)	4,457	(7,938)	(156.1)	(8,363)
(Loss)/ profit for the period	(16,476)	23,308	(170.7)	71,944

COMMENTARY CONTINUED

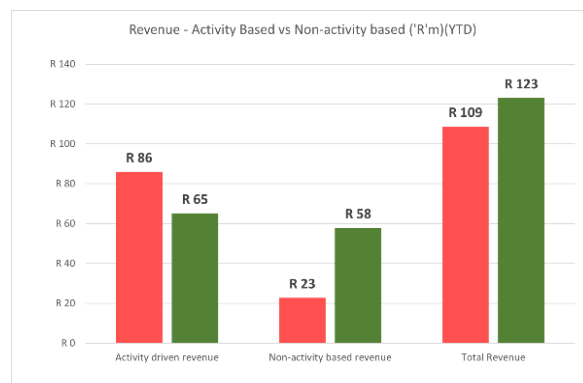
EASY GROUP REVENUE

- The split of the Easy Group revenue and Client Assets between retail and institutional clients has been shown below.

Revenue By Business Unit/ Platform



Activity Based Revenue vs Non-activity Based Revenue



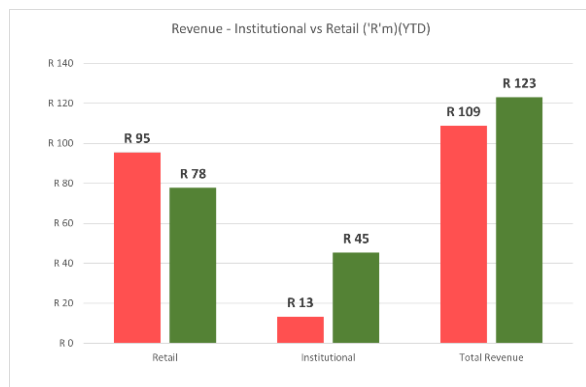
- Easy Group revenue increased by 12.7% and comprised the following contributions from the relevant business units within the Group:
 - EasyEquities Platform revenue decreased by 14.0% to R81.8 million YTD 2023, driven by lower client activity during the period, comprising a 34.2% decrease in deposit driven execution revenue and a 39.0% decrease in portfolio turnover related execution revenue. Client Assets (excl. EasyProperties and EasyCrypto Direct) increased by 15.3% to R42.1 billion and the number of Active Clients increased by 23.8% to 831 082 Active Clients YTD 2023 compared to YTD 2022 (refer detailed cohort analysis for further analysis in this regard).
 - EasyProperties Platform revenue decreased by 4.4% to R4.1 million, again driven by lower client activity during the period. Client Assets increased by 47.2% to R324 million and the number of Active Clients increased by 46.0% YTD 2023 to 86 620 compared to YTD 2022.
 - EasyCrypto Platform revenue decreased by 40.4% to R5.5 million. The decrease in revenue was primarily driven by lower crypto prices, which on average were 52% lower during YTD 2023 compared to YTD 2022. Lower asset values directly impacted on asset management fees charged. EasyCrypto increased its direct clients (i.e. Clients investing on the EasyCrypto Platform) by 1 533% to 19 606 Active Clients, with assets totalling R131 million and the number of clients investing in the EasyCrypto Bundles on the EasyEquities platform by 19.2% to 155 440 Active Clients YTD 2023 compared to YTD 2022 with assets totalling R363 million.
 - The RISE business was consolidated for the first time during YTD 2023, adding R31.1 million to Group Revenue. RISE revenue increased by 0.2% YTD 2023 compared to the prior comparative period. Assets under management increased by 20.6% to R9.3 billion YTD 2023, which included a new mandate totalling R0.73 billion awarded in November 2022.

COMMENTARY CONTINUED

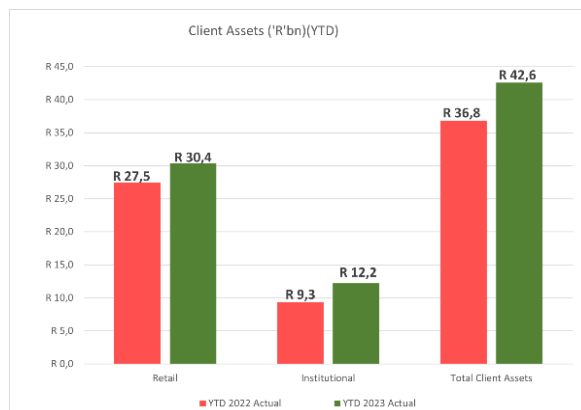
- The Easy Group revenue can be split into two distinct revenue types, as follows:
 - **Activity Based Revenue**, which comprises revenue that is directly driven by the level of client activity on the platform and primarily includes execution revenue, foreign exchange transfer fees and early settlement fees. These revenue types would primarily be driven by the level of client deposits, withdrawals and portfolio turnover.
 - **Deposits** made by clients go on to be invested, this activity generates execution revenue and is responsible for circa 30% of ARPU; Clients' propensity to deposit and therefore invest is strongly influenced by market cycles. A boom market, which occurs typically 6-8 out of every 10 years, provides a stronger ecosystem to support and grow clients investing activities while a recessionary market, typically 1-2 out of every 10 years, places significant pressure on client's ability to deposit and invest at the same levels as achieved in a boom market.
 - Deposit driven execution revenue decreased by 34.2% YTD 2023 compared to the prior comparative period.
 - **Withdrawals** made by clients require that they first free up funds by disinvesting, this activity generates execution revenue and is responsible for circa 20% of ARPU. Much less affected by market cycles than deposits, the number one reason clients withdraw is to fund emergency needs, however, the longer recessionary market conditions prevail the more likely investors are to draw on their investments to fund living costs.
 - Withdrawal related execution revenue generated YTD 2023 was similar to YTD 2022.
 - **Portfolio Turnover** occurs because of clients implementing changes to their portfolios, this activity generates execution revenue and is responsible for around 20% of ARPU. While not markedly influenced by market cycles it is highly correlated to increases and decreases in market volatility with increases in volatility driving increased levels of portfolio turnover. Volatility occurs in all market cycles but peaks in sharply declining bear markets and conversely is lowest in a slow rising bull market.
 - Portfolio turnover driven related execution revenue decreased by 39.0% YTD 2023, compared to YTD 2022, driven by lower market volatility and investor confidence during the period, which could be expected considering the pull back in the markets during the preceding 6 months. The value of portfolio turnover as a percentage of average Client Assets amounted to 16.26% YTD 2023, compared to 29.78% during YTD 2022, which is well below historic lows.
 - **Non-activity Based Revenue** includes revenue that is more closely linked to the value of Client Assets on the platform, primarily including, asset management fees, administration revenue, cash management fees and other asset based fees.
- Non-activity Based Revenue, comprised 47% of the Easy Group revenue YTD 2023, compared to 21% YTD 2022. RISE contributed R27.9 million (48%) of the non-activity based revenue YTD 2023. Activity Based Revenue has decreased YTD 2023 due to lower levels of client deposits and portfolio turnover.

COMMENTARY CONTINUED

Revenue Split - Retail vs Institutional



Client Assets Split - Retail vs Institutional



- The Easy Group's Client Assets increased by 15.55% to R42.6 billion YTD 2023 compared to YTD 2022.
- The split of the Easy Group revenue between retail and institutional clients (which primarily includes RISE clients and a few others) was 63% : 37%, respectively, for YTD 2023 and the split of client assets was 71% : 29%, respectively.

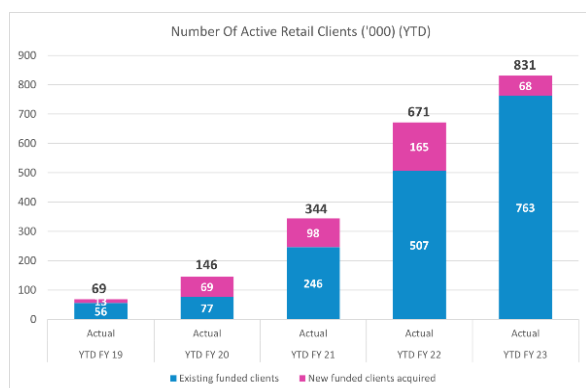
COMMENTARY CONTINUED

EASYEQUITIES RETAIL REVENUE ANALYSIS

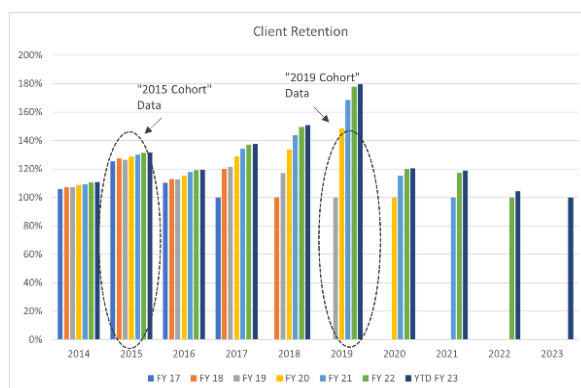
- The primary revenue drivers of retail revenue include the following:
 - Number of Active Clients.
 - The value of Client Assets on the platform.
 - Average revenue per Active Client.

Active Clients

Active Retail Clients (Excl. EasyProperties and EasyCrypto)



Client Retention (Excl. EasyProperties and EasyCrypto)



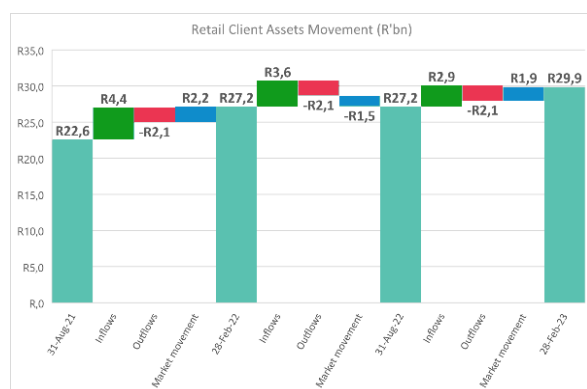
- The **number of Active Retail Clients** increased by 23.8% to 831 082 Active Clients at 28 February 2023, compared to 28 February 2022. New Active clients acquired during the 6 months ended 28 February 2023 totalled 67 178, compared to 163 571 New Active Clients acquired during the comparative period in the prior year.
 - Active Clients on average hold 1.39 investment accounts across the various platforms.
- **Client retention** is excellent, with no evidence of client attrition and all Client Cohorts demonstrably evidencing their resilience and persistence in achieving their long term investment goals.
 - The above graph indexes the number of Active Clients in a cohort each year to the number of Active Clients in that cohort at the end of the first year during which the cohort originates i.e. In respect of the 2015 Cohort, the number of Active Clients at 31 August 2015, that registered during the period 1 September 2014 to 31 August 2015, would be indexed at 100%; hence per the above graph, the number of Active Clients at the end of FY 2017, that registered in FY 2015, amounted to 125% of the 2015 Cohorts that were active at the end of FY 2015 and similarly, the number of Active Clients at YTD 2023, that registered in FY 2015, amounted to 132% of the 2015 Cohorts that were active at the end of FY 2015.

COMMENTARY CONTINUED

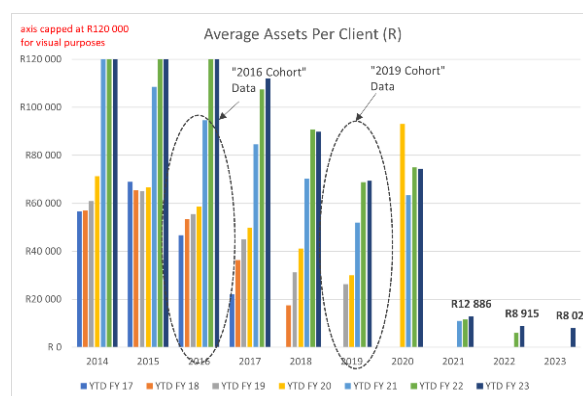
EASY GROUP REVENUE CONTINUED

Client Assets

Movement In Retail Client Assets (excl. EasyProperties & EasyCrypto)



Average Assets Per Client Cohort (Excl. Easyproperties & EasyCrypto)



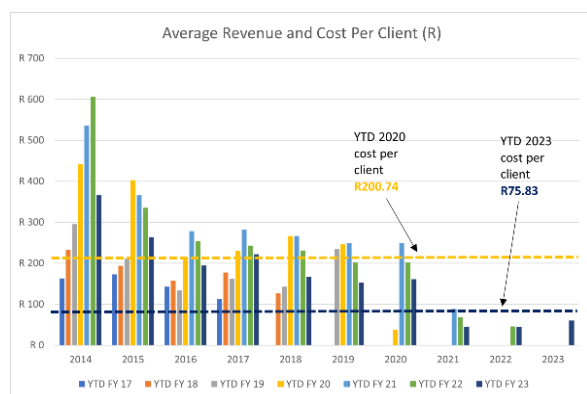
- Retail Client Assets** increased by 10.01% to R29.9 billion since 31 August 2022, driven by inflows of R2.9 billion, outflows of R2.1 billion and positive market movements totalling R1.9 billion.
 - Retail inflows were 34.2% down, compared to the comparative period in the prior year, most likely driven by pressure placed on clients by rising inflation and the resultant increase in the cost of living.
 - Outflows during the 6 months ended 28 February 2023 were marginally higher than the prior comparative period, however, amounted to 7.6% of average Client Assets, compared to 8.07% in the prior comparative period, which is a positive indicator.
 - In the result, clients maintained a net inflow during the 6 months, adding 2.74% (YTD 2022: 9.34%) to their investments, despite the tough economic environment, thereby benefiting from the recovery in the markets during the period, which resulted in a return for clients, on average, of circa. 7.0% for the 6 months.
- All cohorts have shown a year on year increase in **average assets per client** driven by net inflows.

COMMENTARY CONTINUED

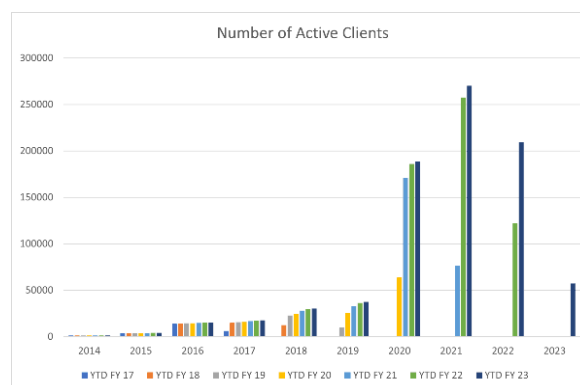
EASY GROUP REVENUE CONTINUED

Average Revenue, COS and Profitability per Active Client

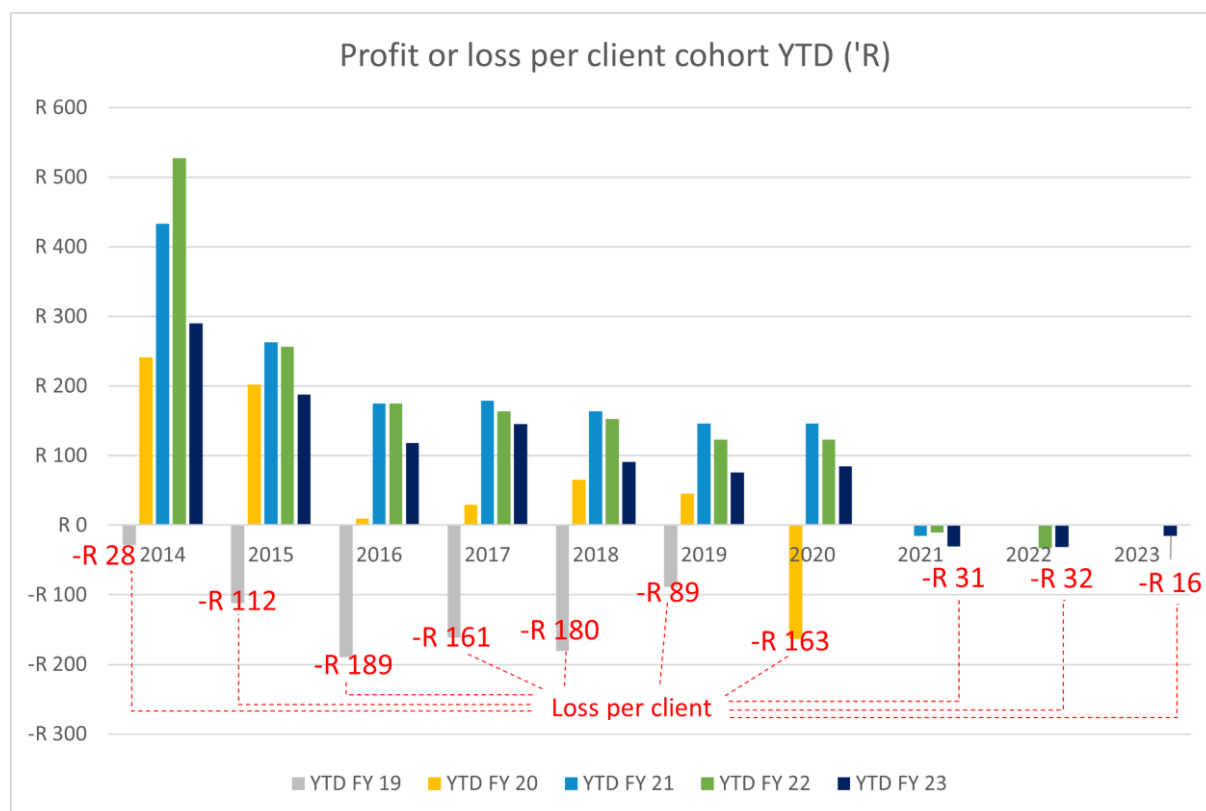
ARPU & COS Per Client Cohort



Number Of Active Clients by Cohort



Profit Or Loss Per Client Cohort



- While the business is focused on diversifying its revenue through the addition of new products and services, 69.1% of YTD 2023 (YTD 2022: 81.7%) Retail revenue, generated from the EasyEquities platform, is driven by client activity on the platform, which primarily drives Activity Based Revenue. Non-Activity Based revenue generated from the EasyEquities

COMMENTARY CONTINUED

Platform increased by 41% YTD 2023 to R21 million, compared to YTD 2022.

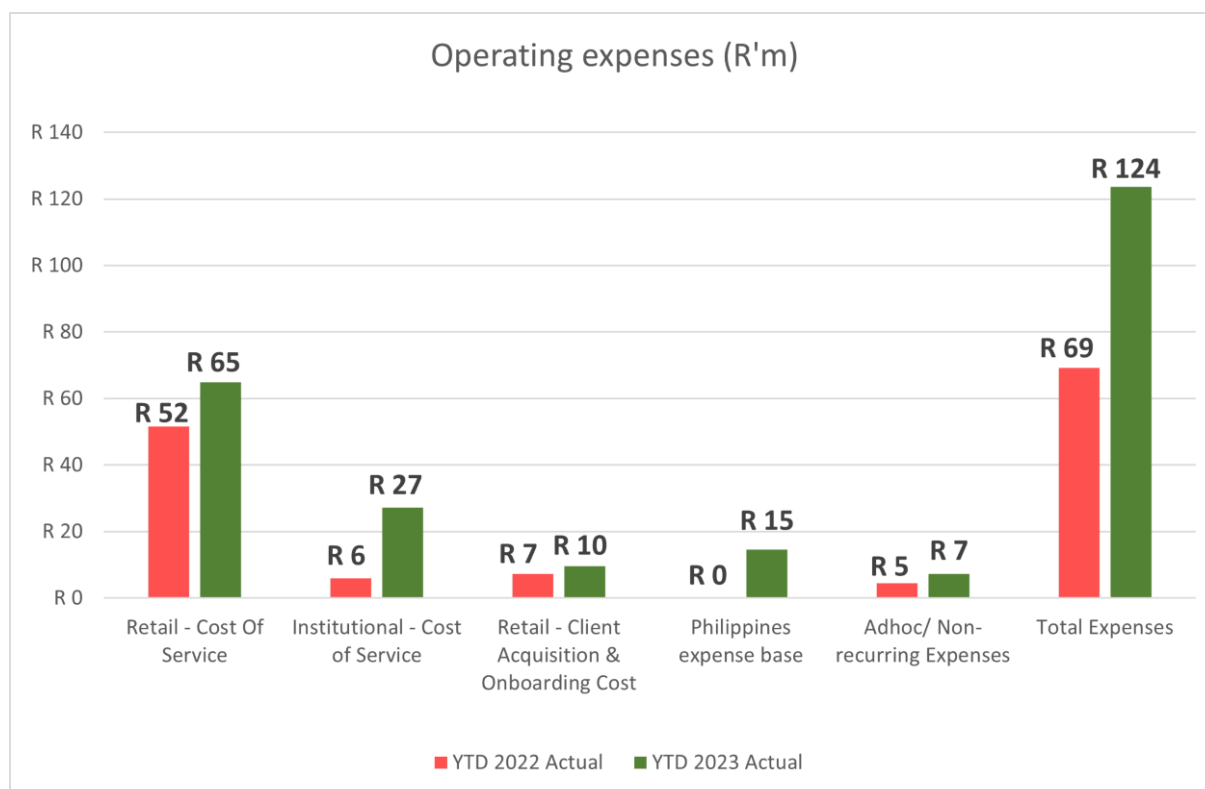
- Client Cohorts showed a year on year increase in **ARPU** upto YTD 2021, which is highly correlated to the increase in average Client Assets over the years.
 - There has been a decrease in ARPU across most cohorts during YTD 2022, which was primarily due to lower client portfolio turnover during this period which can be attributed to less volatility in global markets, compared to YTD 2021.
 - The circa. 30% decrease in ARPU during YTD 2023 can largely be attributed to the recessionary pressures being experienced by our client base, which has been evidenced by the lower levels of deposits during YTD 2023, however, as recessionary pressures, inflation and market conditions improve, so too will client inflows and associated client behaviours and economics.
- The ultimate profitability per client, is a factor of the ARPU, which would be expected to increase over time, and the cost of servicing ("**COS**") a client, which would be expected to decrease over time, as evidenced by the COS decreasing from R200.74 per active client in YTD 2020 to R75.83 per client for YTD 2023.
 - Based on the YTD 2023 ARPU and the YTD 2023 COS per client, the 2014 to 2020 cohorts are profitable and the 2021 to 2023 cohorts are not yet profitable.
 - 2021 and 2022 Cohorts have not yet reached profitability, which is expected considering these cohorts have been on the platform for less than three years, which is generally the period over which a Client Cohort is expected to reach profitability, however, this period could be extended if the current economic conditions prevail for an extended period:
 - Although the 2021 Cohorts' loss per client (ARPU less COS) decreased by 50% in YTD 2022, it has again increased due to the lower revenue per client generated during YTD 2023 and generated a cumulative loss of circa. R8.3 million (YTD 2022: R2.7 million loss). If the current economic conditions prevail, this cohort could remain unprofitable for the next 2 years. For every R10 increase in ARPU or decrease in the COS, the 2021 cohort's profitability would increase by R2.7 million.
 - The cumulative loss attributable to the 2022 Cohort is circa. R6.6 million YTD 2023 (YTD 2022: R4.0). This loss has increased due to the number of Active Clients in this cohort increasing by 87 669 YTD 2023 compared to YTD 2022, however, the ARPU for this cohort has remained relatively flat YTD 2023 compared to the prior comparative period. Similarly to the above, we would expect this Client Cohort to also deliver close to breakeven over the next 2 years. For every R10 increase in ARPU or decrease in the COS, the 2021 cohort's profitability would increase by R2.1 million.
 - The current economic environment has placed downward pressure on the ARPU, however, as conditions improve, revenue should trend upwards once again. Additional focus is being placed on reducing the COS per client in the current environment in order to increase the current profitability per client. In normal market conditions Client Cohorts would generally be expected to reach profitability over a two to three year period, however, this could extend to three to four years if current economic conditions prevail.

COMMENTARY CONTINUED

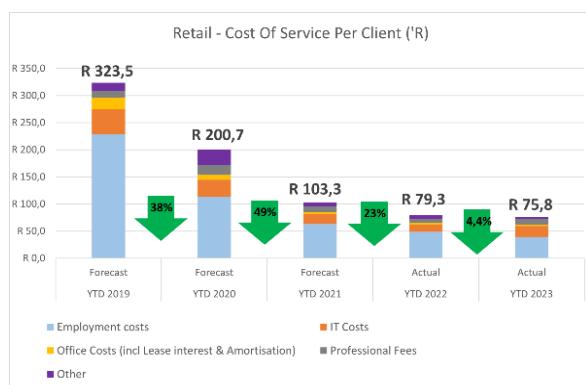
EASY GROUP OPERATING EXPENSES

- The composition of the Easy Group operating expenses has been broken down into various categories in the table below:

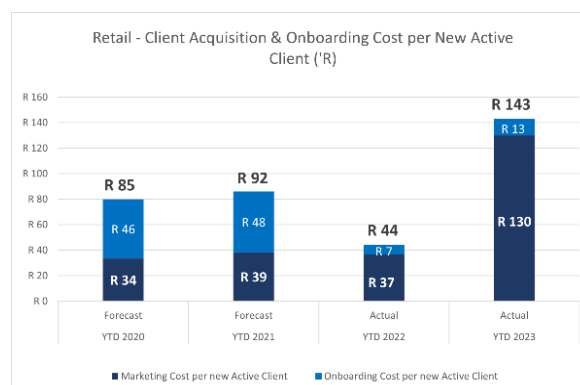
Easy Group Operating Expenses - Split By Category



Retail - COS per Active client



Retail - Client Acquisition & Onboarding Cost Per New Active Client



COMMENTARY CONTINUED

Retail - Cost Of Service

- The costs associated with serving a retail client includes employment costs, IT Costs, Professional fees (which includes the cost of third party service providers) and other (which primarily includes bank charges incurred by the business in servicing client flows).
- The cost to service an Active Client decreased by 4.4% to R75.83 in YTD 2023, despite the total cost to serve retail clients increasing by 26.0% to R65 million YTD 2023. The business has various levers in place to reduce the cost to serve Active Clients, including the following:
 - **First lever** - The leverage that the business achieves over its employment costs through ensuring that processes are continuously improved through automation.
 - A 20% reduction in the employment cost per Active Client YTD 2023 has been achieved, despite various teams and additional costs, being taken on during the second half of FY 2022, including:
 - Various roles to service new partnerships, including Discovery Bank and Telkom.
 - Additional Client engagement agents.
 - Trading and risk specialists to service the additional global markets offered to our clients.
 - Additional resources have been employed to facilitate the delivery of new products and various costs incurred in the development of these products.
 - The business has also increased its executive and management team to ensure that capacity is available to service the rapid expansion of the groups geographies and product offering.
 - **Second lever** - Costs associated with the businesses IT infrastructure are also leveraged, which together with a constantly decreasing variable cost, continues to reduce the cost to serve per client.
 - During YTD 2023 significant additional spend was incurred to improve infrastructure performance, monitoring, security and uptime which, primarily, resulted in a 52% increase in the IT Costs per Active Client and 46% increase in Professional Fees per Active Client. These additional costs are fixed in nature, hence the cost per client would decrease in line with an increase in the number of Active Clients. These increases were off-set by the decrease in the employment costs per Active Client.
 - **Third lever** - as the operations continue to scale, it enables the business to obtain improved pricing (on a per transaction/ client basis) from its third party service providers.
- Management have been acutely focused on implementing initiatives to reduce the COS per Retail client over the last 3 months and will continue to do so for the next 18 months.

COMMENTARY CONTINUED

Retail - Client Acquisition & Onboarding Cost Per New Active Client

- The EasyEquities business applies a two pronged approach to acquiring new Active Clients, being:
 - Direct to market, through its own marketing initiatives and referral program ("EasyEquities Direct"); and
 - Through partnering with institutions with a significant client base ("Partnership Distribution Channels").
- Historically, the marketing cost incurred by the business was largely focused at the EasyEquities Direct business, however, over the last 18 months additional spend has also been incurred down Partnership Distribution Channels. As a result the Marketing Cost per New Active Client has been recalculated to include New Active Clients acquired through Partnership Distribution Channels.
- The Marketing cost per new Active Client acquired during YTD 2023 amounted to R130 per New Active Client acquired YTD 2023, compared to R37 per New Active Client acquired during YTD 2022. We believe this is indicative of the economic environment that we are currently operating in, where it is significantly more challenging to activate a client and get them to start their investment journey.
- The cost to onboard a new Active Client during YTD 2023 was R13 per client.

Institutional - Cost of Service

- The costs associated with serving the businesses institutional clients includes employment costs, IT Costs, Professional fees (which includes the cost of third party service providers) and other (which primarily includes bank charges incurred by the business in servicing client flows).
- The cost to serve increased from R6 million YTD 2022 to R27 million YTD 2023, primarily due to the consolidation of the RISE operating expenses for the first time YTD 2023, totalling R17.9 million; hence the cost to serve institutional clients, excluding RISE costs, increased from R6 million to R9.1 million YTD 2023, being an increase of 52%.
- Institutional Revenue YTD 2023, excluding RISE revenue consolidated, totalled R13.7 million.

COMMENTARY CONTINUED

Philippines Expense Base

EasyEquities set-up an operation in the Philippines YTD 2023 in anticipation of the launch of the GCash partnership, which was planned to launch during November 2022. Expenses incurred YTD 2023 totalled R14.6 million, which included the following:

- Replication of the businesses IT infrastructure in the Asian region, in order to reduce redundancies and improve performance, and establish an operational base to service the region, currently comprising 19 staff members.
- R2.9 million of this expense relates to once-off costs, primarily including recruitment fees in respect of the staff employed in the Philippines.
- Over the past few months a number of expenses have been halted, until regulatory approval has been secured. In this regard, EasyEquities and GCash, are actively engaging with the regulator. In addition, various initiatives are underway to replace outsourced services with an in-house capability. In the result, the monthly cost was reduced down to 1.65 million in February 2023, with further savings expected to realise by May 2023, which would reduce the monthly cost to circa. R1.4 million per month.
- The Philippines operation will service the Group's international partnerships, primarily, and where appropriate, support the South African operations.

SHARE OF PROFIT IN JOINT VENTURE

- Upto 23 August 2022, EasyEquities accounted for its 50% share of the profits earned by RISE, which was included in "Share of profit in joint venture", which profit totalled R3.4 million YTD 2022. For the YTD 2023 period, the results of RISE, as a 100% owned subsidiary of EasyEquities, has been consolidated on a line by line basis.

COMMENTARY CONTINUED

EASY GROUP PROFITABILITY

- The Easy Group has generated a loss before fair value adjustments and tax of R20.9 million YTD 2023, compared to a profit of R31.2 million in the prior comparative period.
- This result was primarily driven by the following:
 - EasyEquities Platform revenue decreased by 14.0% to R81.8 million YTD 2023 (a decrease of R13.4 million), driven by lower client activity during the period, comprising a 34.2% decrease in deposit driven execution revenue and a 39.0% decrease in portfolio turnover related execution revenue. Client Assets increased by 15.3% and the number of Active Clients increased by 23.8% YTD 2023 compared to YTD 2022.
 - Retail - Cost Of Service per Active Client decreased by 4.4% to R75.83 in YTD 2023, despite the total cost to serve retail clients increasing by 26.0% to R65 million YTD 2023 (an increase of R13.4 million).
 - EasyCrypto Platform revenue decreased by 40.4% to R5.5 million (a decrease of R3.7 million). The decrease in revenue was primarily driven by lower crypto prices, which on average were 52% lower during YTD 2023 compared to YTD 2022. Lower asset values directly impacted on asset management fees charged. EasyCrypto increased its direct clients (i.e. Clients investing on the EasyCrypto Platform) by 1 533% to 19 606 Active Clients and the number of clients investing in the EasyCrypto Bundles on the EasyEquities platform by 19.2% to 155 440 Active Clients YTD 2023 compared to YTD 2022.
 - Institutional - Cost of Service expense (excluding RISE consolidated expenses) increased by 52% to R9.1 million (an increase of R3 million), which expense base serviced institutional revenue totalling R13.7 million YTD 2023.
 - Retail - Client Acquisition & Onboarding Costs increased by 32.8% to R9.6 million (an increase of R2.4 million), onboarding 68 175 new Active Clients during the period at a cost of R143 per New Active Client.
 - Philippines expense base, totalling R14.6 million, has been established in the Philippines in anticipation of the launch of the GCash partnership, which has been delayed due to regulatory issues, which the company and GCash are addressing with the regulator.

COMMENTARY CONTINUED



GT247.COM

GT247.COM STATEMENT OF PROFIT OR LOSS

	Unaudited 6 months 28 February 2023 R'000	Unaudited 6 months 28 February 2022 R'000	Change 2022 to 2023 %	Audited 12 months 31 August 2022 R'000
Revenue	22,651	25,897	(12.5)	56,925
Commissions and research expenses	(2,620)	(1,513)	73.2	(3,253)
Operating expenses	(15,743)	(17,366)	(9.3)	(39,482)
Profit before interest, depreciation & amortisation	4,288	7,018	(38.9)	14,190
Finance income	72	-	N/A	0
Finance costs	-	-	N/A	(1)
Depreciation and amortisation	(45)	(48)	(6.3)	(93)
Profit before tax	4,315	6,970	(38.1)	14,096
Income tax	(1,117)	(2,062)	(45.8)	(2,832)
Profit for the period	3,198	4,908	(34.8)	11,264

- GT247.com's revenue has decreased by 12.5%, compared to the prior period, primarily due to lower market volatility, which ultimately drives trading revenue for this business.
- The business generated a R3.2 million profit after tax for the current year, 34.8% lower than YTD 2022.

BUSINESS OVERVIEW



EasyEquities was built with the deep desire and purpose to democratize all things investing by making it easy, safe, fun and educational for all.

Previously, investing was seen as an elite activity, and was, to a great extent, an intimidating (and often unaffordable) option for everyone. Industry trends and global best practices has seen the move towards the global democratization of financial services through digitization. EasyEquities' platform capability caters to the evolving needs of all customer types, recognizing that today's managed investor is tomorrow's day trader, the curious 20 something crypto trader, next decades advised passive parent. Uniquely, the EasyEquities platform capability is built to partner and can be rapidly delivered onto partner rails to uplift client experiences and engage new audiences. This ability enables partners to enhance their offering, increase customer satisfaction and engage clients more regularly on their platform.

Our dream is to democratise investing and empower financial dignity for all. Our dreams will be delivered through technical excellence, beautiful design and inspiring story telling that engages all dreamers and makes investing easy, educational and fun for everyone.

+R77 Billion

Notional value of all transactions since inception

+56%

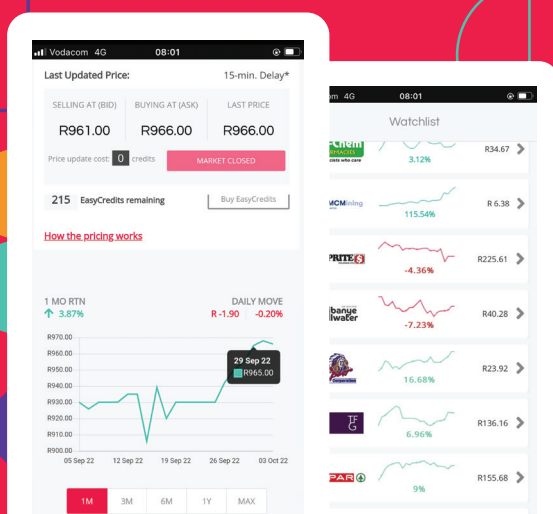
Of clients come from client referrals

+1.80 Million

Total Registrations

+37 Million

Trades since inception



Transaction fees EasyEquities has saved investors when compared to our nearest competitor:

R 2.5 Billion

User Demographics:

58%
Male

42%
Female

30
Median Age

BUSINESS OVERVIEW CONTINUED



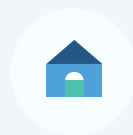
EasyProperties enables fractional access to the most trusted global and local property investment opportunities delivering an easy, educational and engaging user experience.

EasyProperties is now completely owned by JSE-listed Purple Group Limited (PPE) and was launched in July 2020. It is an investment platform designed to crowdfund access to large-scale residential and commercial property developments. EasyProperties no-minimum, fractional, frictionless approach to all aspects of investing, along with partners with extensive property ownership, management, and development experience, is already demonstrating positive results.



R 280 m

Capital Raised on IPO



R 363 m

Total Property Value purchased



347

Number of Units purchased



R 1,300

Average Investment



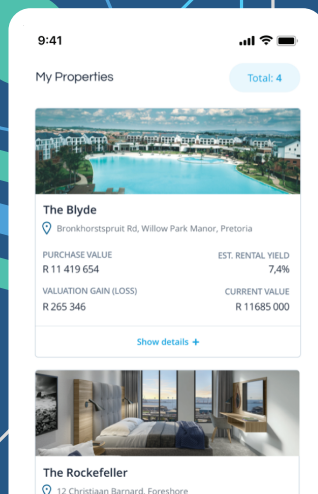
86,620

Invested Customers



330,752

Registered Customers



BUSINESS OVERVIEW CONTINUED

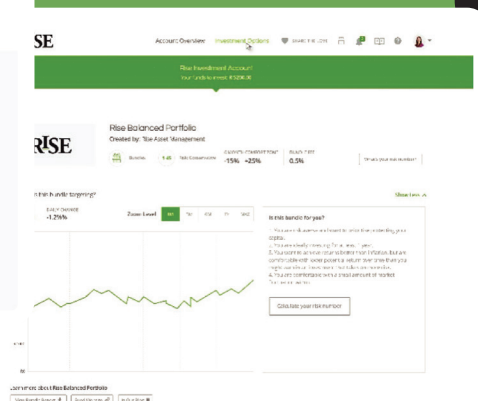
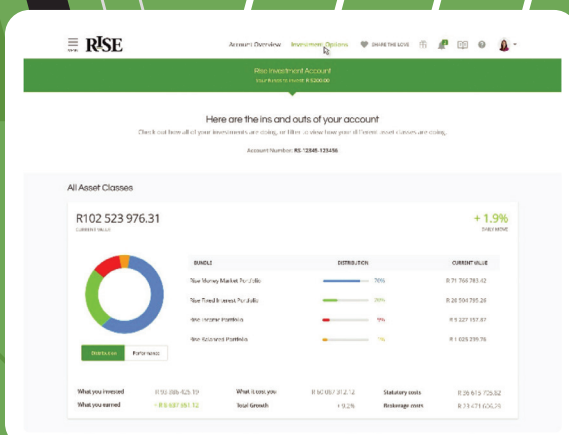
RISE Retirement Investments and Savings for Everyone

Retirement made **Easy**.

RISE is now a 100% owned subsidiary of Purple Group.

The purpose of RISE is to leverage innovative technology and bring industry-leading and cost-effective retirement fund products and services to the market. The acquisition aligns RISE closer to our purpose, extending the EasyEquities user experience to members of occupational retirement schemes. EasyEquities made Investing easy, and now RISE makes Retirement easy.

- RISE offers retirement fund members a unified investment dashboard ranging from compulsory retirement fund savings, tax-free savings, and discretionary savings, making holistic wealth planning easy.
- We work closely with employers to ensure that their valuable employees retire with dignity while allowing them to save for short-term needs.
- Despite the difficult trading conditions and a sluggish economy, the RISE value proposition is gaining momentum, with new corporate clients joining RISE from established competitors.
- RISE now administers over 33 000 retirement fund members and manages R9.3 Billion in retirement fund assets.



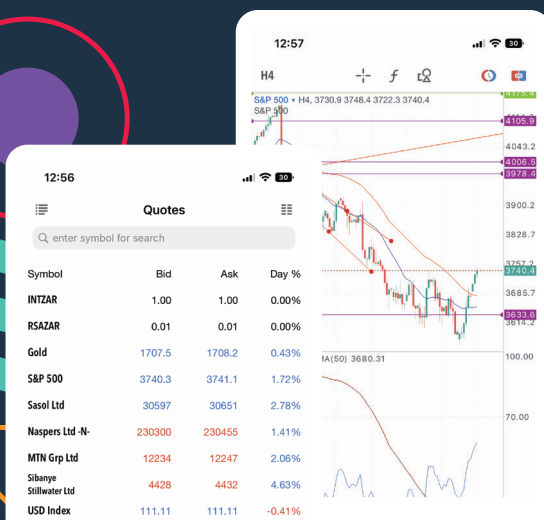
BUSINESS OVERVIEW CONTINUED



GT247.com enables successful trading outcomes through easy access to world-class trading platforms, tools and research. Delivering these through fast, secure and low-cost access into local and global markets that are packaged together through a single account structure that ensures traders the best chance of achieving trading success.

At the beginning of 2022, GT247.com, after a rigorous application process spanning 3 years, has been granted an Over-The-Counter Provider license by the Financial Sector Conduct Authority of South Africa. This license gives GT247.com a legitimate authority to market and contract to South African residents on derivative products. GT247.com pioneered Spread and CFD trading in South Africa over 20 years ago and continues to lead the way in the South African market having won SA's Top Online Stockbroker twice in the last few years. Their +100 years of trading experience has taught them much, but most importantly that delivering low-cost, fast mobile access to global markets is the most important enabler for trading success.

Lower fees deliver greater client profits whilst fast mobile access ensures that a world of trading opportunities are always just a swipe away on our fully integrated, internationally recognised and award-winning MetaTrader 5 trading application. Lessons from two decades of building our products and platforms to service day traders, coupled with the deep insights gained from analysing client outcomes give GT247.com a distinct advantage in supporting their clients through the delivery of best in breed products and platforms and access to insights that inform traders to place more emphasis on trading approaches that enable successful investment outcomes.



No monthly fees



Pioneers of CFD & spread trading



#1 online broker *



Authorized Rep of a FSP **



Low cost trading in South Africa



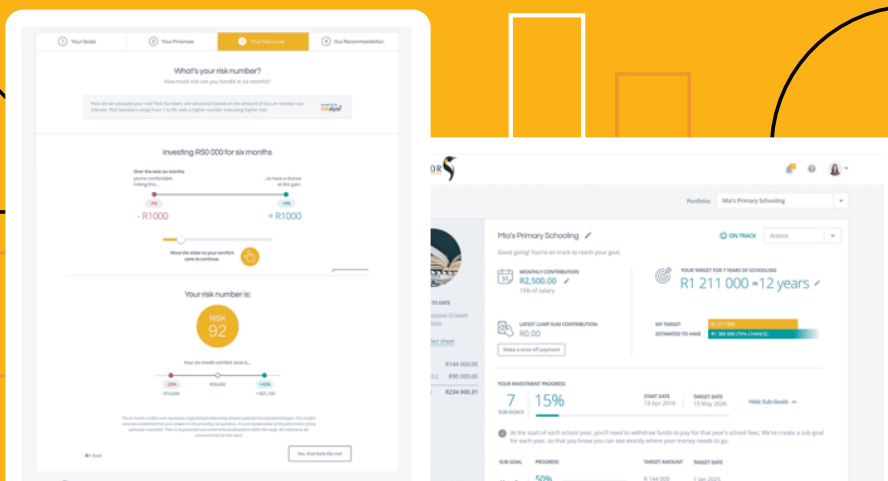
Forex | Commodities | Indices | JSE Equity CFDs

BUSINESS OVERVIEW CONTINUED



Emperor delivers frictionless, transparent access to low-cost, world-class investment solutions that cater to everyone. These include thematic, quantitative, direct and self-indexing asset management products that are uniquely constructed to meet their clients individual risk profile, investment interests, objectives, preferences, and time horizons. This is all delivered through the EasyEquities platform enabling easy, fractional, no minimum access to professionally managed local and international investments.

As one of the pioneers of quantitative (algorithmic driven) asset management in South Africa over a decade ago, Emperor Asset Management has the team, track record and technology stack to deliver on its purpose. Investing is personal and by combining man and machine, Emperor is able to ensure the best investment outcomes. Each portfolio is constructed with a particular risk profile in mind allowing you to easily match your unique goals, time frames and risk profile with the most suited portfolios. To empower investors education, Emperor provides real time transparent access to the investment process and outcomes every step of the way.



BUSINESS OVERVIEW CONTINUED



EasyCrypto has positioned itself as South Africa's cheapest crypto investment platform which offers a wide selection of coins and a passive index-tracking bundle. EasyCrypto stays true to the fractional and frictionless investment experience.

The 2022 EasyCrypto platform development has continued to emphasize the importance of cyber security and now harnesses leading custody solution technologies – namely BitGo and Fireblocks. An Agile development methodology has empowered a UI/UX which makes the brand live up to its name. The EasyCrypto platform now allows users to view their portfolio in the form of either a NAV or holdings chart, setting the precedent for a robust portfolio tracking dashboard. The EasyCrypto back-end is built to scale using AWS architecture positioning the platform for tenable market penetration into various international regions. 2023 will continue to see an expanding product line of new coins, bundles, and contemporary blockchain-specific use cases – making crypto easy to understand and accessible to all.



+175 046
Crypto INVSTRS



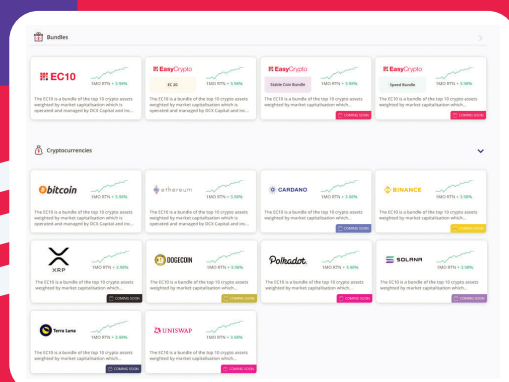
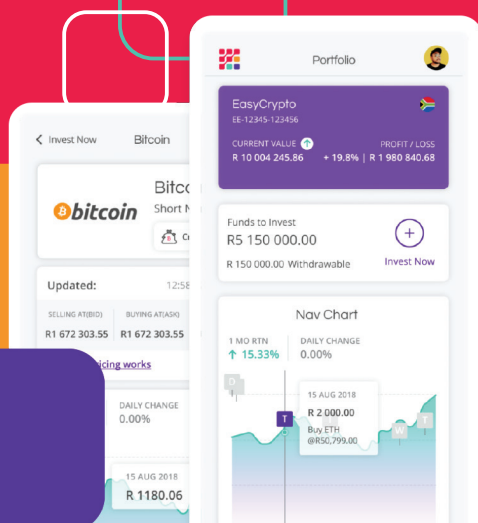
+R495m
Assets under management



Compliant
Preliminary FSCA compliance, experienced legal team, KYC, FIC, FATF



Agnostic
Trade execution at best available price of over 20 different crypto assets



BASIS OF PREPARATION OF THE UNAUDITED RESULTS

The unaudited condensed Group interim financial statements have been prepared in conformity with International Financial Reporting Standards (IFRS), the presentation and disclosure requirements of IAS 34 – Interim Financial Reporting, and Financial Reporting Pronouncements as issued by the Financial Reporting Standards Council, the requirements of the Companies Act of South Africa and the Listings Requirements of the JSE Limited. The areas that include significant judgements made by management in applying the Group's accounting policies, including the valuation techniques applied and key sources of estimation uncertainty used in fair value calculations were the same as those that were identified in the audited consolidated annual financial statements as at and for the year ended 31 August 2022, and which are available on the Company's website, at its registered office and upon request.

Accounting policies which comply with IFRS have been applied consistently by all entities in the Group and are consistent with those applied in the previous financial year.

New standards, amendments and interpretations issued but not yet effective have been assessed for applicability to the Group and management have concluded that they are not expected to have a material impact on the financial statements.

The preparation of these unaudited condensed Group interim financial statements for the six months ended 28 February 2023 was supervised by the Financial Director, Gary van Dyk CA(SA), and have not been reviewed or reported on by the company's external auditors.

Any forward-looking statements contained in this announcement have not been reviewed or reported on by the Company's external auditors.

The directors take full responsibility for the preparation of the unaudited consolidated results for the six months ended 28 February 2023.

ON BEHALF OF THE BOARD

Happy Ntshingila (Independent Non-executive Chairman)

Charles Savage (Chief Executive Officer)

Gary van Dyk (Chief Financial Officer)

Johannesburg

24 April 2023

APPROVAL OF UNAUDITED GROUP INTERIM RESULTS

The unaudited condensed Group interim financial statements of Purple Group Limited were authorised for issue by the Board of Directors on 24 April 2023 and are signed on their behalf.



Charles Savage
Chief Executive Officer



Happy Ntshingila
Non-executive Chairman

CONDENSED CONSOLIDATED STATEMENT OF PROFIT OR LOSS

	Unaudited six months 28 February 2023 R'000	Restated Unaudited six months 28 February 2022 R'000	Change 2022 to 2023 %	Audited 12 months 31 August 2022 R'000
Revenue	146,021	136,796	6.7	274,003
Commissions and research expenses	(7,627)	(2,883)	164.6	(5,135)
Operating expenses	(142,402)	(90,263)	57.8	(212,490)
Share of profit in joint venture ¹	-	3,375	(100.0)	5,249
(Loss)/profit before fair value & impairment adjustments, interest, depreciation & amortisation	(4,008)	47,025	(108.5)	61,627
Finance income	4,406	2,035	116.5	7,282
Finance costs	(1,070)	(1,146)	(6.6)	(2,168)
Depreciation and amortisation	(19,185)	(12,154)	57.8	(26,413)
(Loss)/profit before fair value & impairment adjustments and tax	(19,857)	35,760	(155.5)	40,328
Fair value and impairment adjustments	135	(452)	(129.9)	44,548
(Loss)/profit before tax	(19,722)	35,308	(155.9)	84,876
Income tax	4,069	(9,423)	(143.2)	(13,926)
(Loss)/profit for the period	(15,653)	25,885	(160.5)	70,950
(Loss)/profit attributable to:				
Owners of the company	(10,627)	17,689	(160.1)	43,968
Non-controlling interests	(5,026)	8,196	(161.3)	26,982
	(15,653)	25,885	(160.5)	70,950

1 The 'share of profit in joint venture' line item has been reclassified to be taken into account in the 'profit before fair value and impairment adjustments, interest, depreciation and amortisation', as this better reflects the core earnings of the Group. In the prior unaudited six month period ended 28 February 2022, the 'share of profit in joint venture' was reported after 'profit before fair value and impairment adjustments and tax'. The prior period amounts have been restated to reflect this change.

CONDENSED CONSOLIDATED STATEMENT OF PROFIT OR LOSS CONTINUED

	Note	Unaudited six months 28 February 2023 R'000	Restated Unaudited six months 28 February 2022 R'000	Change 2022 to 2023 %	Audited 12 months 31 August 2022 R'000
Earnings per share					
Basic earnings per share (cents)	1	(0.85)	1.63	(152.0)	3.71
Diluted basic earnings per share (cents)	1	(0.83)	1.56	(153.3)	3.60
Headline earnings per share					
Headline earnings per share (cents)	1	(0.85)	1.63	(152.0)	1.14
Diluted basic and headline earnings per share (cents)	1	(0.83)	1.56	(153.5)	1.11
Weighted average number of shares in issue at end of period ('000)	1	1,255,137	1,086,538	15.5	1,184,369
Diluted weighted average number of shares in issue at end of period ('000)	1	1,277,785	1,136,972	12.4	1,222,122

CONDENSED CONSOLIDATED STATEMENT OF OTHER COMPREHENSIVE INCOME

	Unaudited six months 28 February 2023 R'000	Unaudited six months 28 February 2022 R'000	Audited 12 months 31 August 2022 R'000
(Loss)/ profit for the period	(15,653)	25,885	70,950
Other comprehensive income			
Items that will subsequently be reclassified to profit or loss:			
- Foreign currency translation reserve	212	186	134
Items that will be reclassified subsequently to profit or loss:			
- Crypto assets revaluation reserve	-	-	865
- Tax effect	-	-	(242)
Total comprehensive (loss)/ income	(15,441)	26,071	71,707
Total comprehensive (loss)/ income attributable to:			
Owners of the Company	(10,415)	17,875	44,630
Non-controlling interest	(5,026)	8,196	27,077
	(15,441)	26,071	71,707

CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION

	Notes	Unaudited six months 28 February 2023 R'000	Restated Unaudited six months 28 February 2022 R'000	Audited 12 months 31 August 2022 R'000
ASSETS				
Equipment		2,813	1,733	3,017
Intangible assets		181,597	113,460	162,298
Goodwill		290,848	254,568	290,848
Right of use asset		1,237	1,981	2,277
Investments		18,224	18,224	18,224
Investment in joint venture		-	8,979	-
Receivables		-	2,282	2,314
Deferred tax assets		56,809	70,361	56,780
Total non-current assets		551,528	471,588	535,758
Trade and other receivables		69,745	45,845	52,988
Investments		2,760	1,656	2,616
Crypto assets		223	-	692
Financial assets ¹	2	167,671	154,831	154,394
Cash and cash equivalents ¹	4	60,833	114,690	94,554
Total current assets		301,232	317,022	305,244
Total assets		852,760	788,610	841,002
EQUITY AND LIABILITIES				
Share capital		679,286	548,283	667,055
Accumulated loss		(106,819)	(163,140)	(96,192)
Other reserves		(89,175)	32,743	(91,787)
Equity attributable to owners		483,292	417,886	479,076
Non-controlling interests		67,299	65,508	72,325
Total equity		550,591	483,394	551,401
Lease liability		854	534	617
Borrowings		-	4,872	-
Deferred tax liability		11,346	22,568	18,262
Total non-current liabilities		12,200	27,974	18,879
Client open position liability		182,865	172,572	169,345
Borrowings		5,485	6,000	8,438
Lease liability		671	1,971	2,281
Current tax payable		5,595	1,370	10,017
Trade and other payables		88,601	89,267	72,444
Bank overdraft		6,752	6,062	8,197
Total current liabilities		289,969	277,242	270,722
Total equity and liabilities		852,760	788,610	841,002
Net asset value per ordinary share (cents)		38.05	35.56	38.39

1 Restated unaudited six months 28 February 2022. Refer to Note 4.

Due to the correction of a prior period error, we have reclassified amounts from cash and cash equivalents to financial assets, and these line items have been restated accordingly. The restatement did not affect the consolidated statement of profit or loss, or earnings per share.

The Groups net asset value per share is 38.72 cents YTD 2023, compared to 35.56 cents per share at the end of the prior comparative period, an increase of 8.9%.

CONDENSED CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

	Unaudited six months 28 February 2023 R'000	Unaudited six months 28 February 2022 R'000	Audited 12 months 31 August - restated 2022 R'000
Balance at beginning of the period	479,076	389,112	389,272
Shares issued	12,231	8,466	104,630
Profit for the period	(10,627)	17,689	43,968
Share-based payments	2,400	726	2,704
Foreign currency translation reserve	212	186	134
Crypto assets revaluation reserve	-	-	528
Treasury shares disposed of	-	-	34,013
Changes in ownership	-	1,707	(96,173)
Attributable to owners of the parent	483,292	417,886	479,076
Balance at beginning of the period	72,325	59,019	43,859
Shares issued	-	-	9,673
Profit for the period	(5,026)	8,196	26,982
Crypto assets revaluation reserve	-	-	94
Dividends paid	-	-	(2,853)
Treasury shares disposed of	-	-	5,916
Changes in ownership	-	(1,707)	(11,346)
Non-controlling interest	67,299	65,508	72,325
Total Equity	550,591	483,394	551,401

CONDENSED CONSOLIDATED STATEMENT OF CASH FLOWS

	Unaudited six months 28 February 2023 R'000	Restated Unaudited six months 28 February 2022 R'000	Audited 12 months 31 August 2022 R'000
Cash flows (utilised)/generated by operating activities			
Cash generated by operations	(1,878)	37,289	32,686
Tax paid	(5,395)	(7,488)	(14,553)
Finance income	4,406	2,035	7,282
Finance costs	(1,070)	(995)	(2,103)
Cash flows (utilised)/generated by operating activities	(3,937)	30,841	23,312
Cash flows from investing activities			
Acquisition of intangible assets	(34,661)	(23,077)	(63,935)
Business combination - acquisition of subsidiaries	-	-	20,442
Acquisition of equipment	(781)	(63)	(1,388)
Disposal/(Acquisition) of crypto assets	469	-	(692)
Purchase of other financial assets - current	-	-	(1,000)
Deposits paid	(1,017)	-	(22)
Cash flows utilised in investing activities	(35,990)	(23,140)	(46,595)
Cash flows from financing activities			
Proceeds from the issue of share capital	12,231	8,466	17,580
Proceeds from the issue of share capital to non-controlling interest	-	-	9,673
Repayment of staff loans relating to share options exercised	-	11	-
Dividend paid to non-controlling interests	-	-	(2,854)
Repayments of borrowings	(3,310)	(31,822)	(34,322)
Repayments of lease liability	(1,759)	(1,014)	(1,805)
Cash flows generated/(utilised) by financing activities	7,162	(24,359)	(11,728)
Net decrease in cash and cash equivalents	(32,765)	(16,658)	(35,011)
Effect of foreign exchange on cash held	489	186	134
Cash and cash equivalents at beginning of period	86,357	125,100	121,234
Cash and cash equivalents at the end of the period	54,081	108,628	86,357

CONDENSED SEGMENTAL ANALYSIS

OPERATING SEGMENTS

Operating segments are distinguishable components of the Group. The Chief Executive Officer and the Chief Financial Officer, as the chief operating decision-makers in the Group, review on a regular basis, assess performance and allocate resources. Operating segment results include items directly attributable to a segment as well as those that can be allocated on a reasonable basis.

The operating segments are distinguished by the type of business and the management team responsible for the business unit. The Group comprises the following operating segments:

- GT247.com and Emperor Asset Management (EAM): represent the derivatives trading and asset management operations of the Group. These two businesses operate largely off the same centralised resource base of the Group and GT247.com generates a portion of its revenue for services performed for Emperor clients.
- EasyEquities Group is the web-based investment platform of the Group and includes EasyProperties, EasyCrypto, and RISE.
- Head Office and Investments represent fees and dividends earned on investments and fair value adjustments made against them, as well as head office costs.

	GT247.com and EAM R'000	EasyEquities Group R'000	Head Office and Investments R'000	Total R'000
As at 28 February 2023			-	
Revenue	23,446	122,575	-	146,021
Profit/(loss) before tax	3,222	(20,933)	(2,011)	(19,722)

	GT247.com and EAM R'000	EasyEquities Group R'000	Head Office and Investments R'000	Total R'000
As at 28 February 2022			-	
Revenue	28,070	108,726	-	136,796
Profit/(loss) before tax	6,316	31,246	(2,254)	35,308

	GT247.com and EAM R'000	EasyEquities Group R'000	Head Office and Investments R'000	Total R'000
As at 31 August 2022				
Revenue	59,962	214,041	-	274,003
Profit/(loss) before tax	8,209	80,307	(3,640)	84,876

NOTES TO THE CONDENSED CONSOLIDATED UNAUDITED RESULTS

1. HEADLINE EARNINGS PER SHARE

	Unaudited six months 28 February 2023 R'000	Unaudited six months 28 February 2022 R'000	Audited 12 months 31 August 2022 R'000
Reconciliation of headline earnings			
(Loss)/ profit for the period	(15,653)	25,885	70,950
Adjusted for:			
- Non-controlling interest	5,026	(8,196)	(26,982)
(Loss)/ profit for the purposes of basic and diluted earnings per share	(10,627)	17,689	43,968
Adjusted for:			
- Remeasurement of previously held equity interest in RISE, net of tax	-	-	(48,931)
- Effect of non-controlling interest	-	-	14,680
- Recognition of impairment of intangible assets (net of tax)	-	-	3,843
Headline (loss)/ earnings for the period	(10,627)	17,689	13,560
Weighted average number of ordinary shares			
Issued ordinary shares	1,250,355,282	1,110,196,697	1,181,004,638
Effect of treasury shares	(2,300,000)	(27,387,720)	(24,565,261)
Effect of shares issued	7,082,170	3,728,656	27,929,599
Weighted average number of ordinary shares	1,255,137,452	1,086,537,633	1,184,368,976
Effect of share options in issue	22,647,905	50,434,115	37,752,980
Diluted weighted average number of ordinary shares	1,277,785,357	1,136,971,748	1,222,121,956
Basic (loss)/ earnings per share (cents)	(0.85)	1.63	3.71
Headline (loss)/ earnings per share (cents)	(0.85)	1.63	1.14
Diluted (loss)/ earnings per share (cents)	(0.83)	1.56	3.60
Diluted headline (loss)/ earnings per share (cents)	(0.83)	1.56	1.11

NOTES TO THE CONDENSED CONSOLIDATED UNAUDITED RESULTS CONTINUED

2. FINANCIAL ASSETS

	Unaudited six months 28 February 2023 R'000	Restated unaudited six months 28 February 2022 R'000	Audited 12 months 31 August 2022 R'000
Financial assets at fair value through profit or loss:			
Listed equities and ETF's	152,144	130,143	134,010
Derivative CFD contracts	15,527	24,688	20,384
Total financial assets	167,671	154,831	154,394

- Fair value adjustments on derivative CFD contracts are recognised in revenue.
- Listed equities and ETF's are held to hedge the fractional share holdings of clients, and the associated client open position liability. Fair value adjustments are therefore offset against fair value adjustments on the client open position liability and do not impact the profit or loss insofar as it relates to hedging, as these are the profits or losses attributable to clients and not the business. The portion of the fractional shares which is directly attributable to FWT and not related to hedging, together with associated gains and losses, is recognised in profit or loss although this is immaterial.

NOTES TO THE CONDENSED CONSOLIDATED UNAUDITED RESULTS CONTINUED

3. FINANCIAL INSTRUMENTS

DETERMINATION OF FAIR VALUES

A number of the Group's accounting policies and disclosures require the determination of fair value, for both financial assets and liabilities. Fair values have been determined for measurement and/or disclosure purposes based on the following methods. When applicable, further information about the assumptions made in determining fair values is disclosed in the notes specific to that asset or liability.

The Group measures fair values using the following fair value hierarchy that reflects the significance of the inputs used in making the measurements:

- Level 1: Quoted market price (unadjusted) in an active market for an identical instrument;
 - Level 2: Valuation techniques based on observable inputs, either directly (i.e. as prices) or indirectly (i.e. derived from prices). This category includes instruments valued using: quoted market prices in active markets for similar instruments; quoted prices for identical or similar instruments in markets that are considered less than active; or other valuation techniques where all significant inputs are directly or indirectly observable from market data; and
 - Level 3: Valuation techniques using significant unobservable inputs. This category includes all instruments where the valuation technique includes inputs not based on observable data and the unobservable inputs have a significant effect on the instrument's valuation.
-

Fair values of financial assets and liabilities that are traded in active markets are based on quoted market prices or dealer price quotations.

The Group uses widely recognised valuation models for determining the fair value of common and more simple financial instruments. Observable prices and model inputs are usually available in the market for listed debt and equity securities, exchange traded derivatives and over the counter derivatives. Availability of observable market prices and model inputs reduces the need for management judgement and estimation and also reduces the uncertainty associated with determination of fair values.

Availability of observable market prices and inputs varies depending on the products and markets and is prone to changes based on specific events and general conditions in the financial markets.

For more complex instruments such as investments in unlisted equities, the Group uses primarily the Discounted Cash Flow valuation model. Some or all of the significant inputs into these models may not be observable in the market, and are derived from market prices or rates such as comparable beta ratios, or are estimated based on assumptions. Valuation models that employ significant unobservable inputs require a higher degree of management judgement and estimation in the determination of fair value. Management judgement and estimation are usually required for selection of the appropriate valuation model to be used, determination of expected future cash flows on the financial instrument being valued, determination of probability of counterparty default and prepayments and selection of appropriate discount rates, forecasted and terminal growth rates and other model inputs.

NOTES TO THE CONDENSED CONSOLIDATED UNAUDITED RESULTS CONTINUED

FAIR VALUE HIERARCHY

The table below analyses financial instruments measured at fair value at the reporting date, by the level in the fair value hierarchy into which the fair value measurement is categorised:

	Level 1 R'000	Level 2 R'000	Level 3 R'000	Total R'000
28 February 2023				
Financial assets at fair value through profit or loss:				
- Investments		2,760	18,224	20,984
- Derivative CFD contracts		15,527	-	15,527
- Listed equities and ETF's	152,144	-	-	152,144
Crypto assets through other comprehensive income	223	-	-	223
Financial liabilities at fair value through profit or loss:				
Client open position liability	-	182,865	-	182,865
Total	152,367	201,152	18,224	371,743
28 February 2022				
Financial assets at fair value through profit or loss:				
- Investments		1,656	18,224	19,880
- Derivative CFD contracts		24,688	-	24,688
- Listed equities and ETF's	130,143	-	-	130,143
Crypto assets through other comprehensive income	-	-	-	-
Financial liabilities at fair value through profit or loss:				
Client open position liability	-	172,572	-	172,572
Total	130,143	198,916	18,224	347,283
31 August 2022				
Financial assets at fair value through profit or loss:				
- Investments		2,616	18,224	20,840
- Derivative CFD contracts		20,384	-	20,384
- Listed equities and ETF's	134,010	-	-	134,010
Crypto assets through other comprehensive income	692	-	-	692
Financial liabilities at fair value through profit or loss:				
Client open position liability	-	169,345	-	169,345
Total	134,702	192,345	18,224	345,271

NOTES TO THE CONDENSED CONSOLIDATED UNAUDITED RESULTS CONTINUED

FINANCIAL ASSETS AND INVESTMENTS

Financial assets at fair value through profit/loss:

- Unlisted investments are measured at their estimated fair value as determined by the Board at the reporting date.
- Derivative CFD contracts are measured at fair value with reference to quoted market prices of the underlying instruments.
- Client open position liability is measured at fair value with reference to quoted market prices of the underlying instruments.
- Listed equities and ETF's are measured at fair value with reference to quoted market prices for identical instruments.

The fair value is the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date. Fair values should be first calculated with reference to observable inputs where these are available in the market. Only where these are unavailable should fair value techniques be applied which employ less observable inputs. Unobservable inputs may only be used where observable inputs or less observable inputs are unavailable.

IFRS 13: Fair Value Measurement does not mandate the use of a particular valuation technique but rather sets out a principle requiring an entity to determine a valuation technique that is appropriate in the circumstances for which sufficient data is available and for which the use of relevant observable inputs can be maximised. Where management is required to place greater reliance on unobservable inputs, the fair values may be more sensitive to assumption changes and different valuation methodologies that may be applied. For this reason, there is a direct correlation between the extent of disclosures required by IFRS and the degree to which data applied in the valuation is unobservable.

The principal methodologies applied in valuing unlisted investments are as follows:

- Discounted cash flow or earnings (of the underlying business); and
- Available market prices and multiples.

Where the discounted cash flow methodology is applied, the directors discount the projected cash flows of the underlying business at an appropriate weighted average cost of capital.

CRYPTO ASSETS THROUGH OTHER COMPREHENSIVE INCOME

Crypto assets are measured at fair value with reference to quoted market prices for identical instruments.

TRADE AND OTHER RECEIVABLES AND PAYABLES

Due to the short-term nature of these receivables and payables the fair value approximates the carrying values.

NOTES TO THE CONDENSED CONSOLIDATED UNAUDITED RESULTS CONTINUED

4. CASH AND CASH EQUIVALENTS

	Unaudited six months 28 February 2023 R'000	Restated unaudited six months 28 February 2022 R'000	Audited 12 months 31 August 2022 R'000
Bank deposit	60,833	114,690	94,554
Cash and cash equivalents	60,833	114,690	94,554
Bank overdraft	(6,752)	(6,062)	(8,197)
Cash and cash equivalents in the statement of cash flows	54,081	108,628	86,357

NOTES TO THE CONDENSED CONSOLIDATED UNAUDITED RESULTS CONTINUED

5. PRIOR PERIOD ERROR

During the 2022 financial year, and to correct a prior period error identified in the 2022 year, a portion of the cash and cash equivalents balance was reclassified to financial assets at fair value through profit or loss. Please refer to Note 9 and 17 respectively, in the full set of results, for disclosure of the financial assets and the restated cash and cash equivalents. The restatement did not affect the consolidated statement of profit or loss, earnings per share, or headline earnings per share. The comparative interim period of 28 February 2022 has been restated accordingly.

The reclassified financial assets consist in part of listed equities and ETF's which are held by First World Trader to hedge the client open position liability (refer Note 22 in the full set of results) in relation to fractional shares held by EasyEquities' customers. The derivative contracts for difference (CFD) relates to GT247's hedged positions to cover the GT247 client open position liability.

Furthermore, the client open position liability was previously classified as a financial liability measured at amortised cost. The classification has been restated to derivative financial liability through profit or loss. The restatement of this classification did not affect the consolidated statement of profit or loss, earnings per share, or headline earnings per share.

	Restated unaudited six months 28 February 2022 R'000
Cash and cash equivalents as reported in prior periods:	269,521
Reclassification of amounts to financial assets through profit or loss from cash and cash equivalents:	
- Listed equities and ETF's	(130,143)
- Derivative CFD contracts	(24,688)
Restated prior period cash and cash equivalents, consisting of bank balances:	114,690
Impact on cash flow statement:	
Cash generated by operations as previously disclosed	62,770
Cash generated by operations - restated	37,289
Difference	25,481
Due to movement in financial assets - restated	(25,481)

NOTES TO THE CONDENSED CONSOLIDATED UNAUDITED RESULTS CONTINUED

6. GOING CONCERN

The unaudited condensed Group interim financial statements have been prepared on a going-concern basis. Despite the Group having accumulated losses, the Group has net equity of R483.3 million, and generated profits for three consecutive years prior to reporting this R15.7m loss in the interim financial statements. Management has prepared forecasts and the directors expect business growth to continue over the next 12 months and are confident that the Group will return to profitability and continue trading as a going concern.

Current assets exceed current liabilities by 3.9% (2022: 14.3%) and the Group is satisfied that it has sufficient liquid assets and access to financing to cover short-term liabilities in the ordinary course of business.

7. EVENTS AFTER REPORTING PERIOD

The directors are not aware of any other matters or circumstances arising since the end of the reporting period, not otherwise dealt with in the Group's unaudited interim financial statements, which significantly affect the financial position at 28 February 2023 or the results of its operations or cash flows for the period then ended.

CORPORATE INFORMATION

NATURE OF BUSINESS

Purple Group Limited is a financial services company.

66-68 Albert Road
Woodstock
7925

DIRECTORS

Happy Ntshingila	Independent non-executive Chairman
Mark Barnes	Non-executive director
Charles Savage	Group CEO
Gary van Dyk	Group CFO
Arnold Forman	Independent non-executive director
Craig Carter	Independent non-executive director
Bonang Mohale	Non-executive director
Paul Rutherford	Non-executive director
William Bassie Maisela	Independent non-executive director (appointed 31 August 2022)

COMPANY REGISTRATION NUMBER

1998/013637/06

ISIN

ZAE000185526

VAT REGISTRATION NUMBER

4640178168

TAX NUMBER

9552/065/64/2

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BDO South Africa Incorporated
Registered Auditors

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66-68 Albert Road
Woodstock
7925

SHARE REGISTRARS

CTSE Registry Services Proprietary Limited
5th Floor, Block B
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PURPLE GROUP
LIMITED