

FAMOUS BRANDS LIMITED  
(Incorporated in the Republic of South Africa)  
(Registration number: 1969/004875/06)  
JSE Share code: FBR ISIN code: ZAE000053328  
("Famous Brands" or "the Company")

#### DISCLOSURE OF BENEFICIAL INTEREST IN FAMOUS BRANDS

In compliance with Section 122(3)(b) of the Companies Act, 2008 (Act 71 of 2008), as amended ("Companies Act") and paragraph 3.83(b) of the Listings Requirements of the JSE Limited, stakeholders are advised that Famous Brands has received notification in terms of section 122(1) of the Companies Act that LGM Investment Ltd, F&C Management Limited, F&C Management Luxembourg SA and F&C Managers Limited (wholly-owned subsidiaries of Bank of Montreal) on behalf of Bank of Montreal's clients, has acquired a beneficial interest in the securities of the Company, such that their entire beneficial interest amounts to 10.05% of the total number of securities in issue.

As required in terms of section 122(3)(a) of the Companies Act, Famous Brands has filed the required notice with the Takeover Regulation Panel.

Midrand  
28 September 2018

Sponsor  
The Standard Bank of South Africa Limited