

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

Directors' dealing in securities

In compliance with sections 3.63 to 3.74 of the Listings Requirements of the JSE Limited, the following information is disclosed:

Director: **Mr Darren Hele**

Company:	Famous Brands
Date of Transaction:	12 November 2018
Nature of Transaction:	Automatic vesting and exercise of 8 806 units in terms of the Famous Brands Share Incentive Scheme 2015
Class of securities:	Famous Brands ordinary shares
Exercise price per share:	R100.9055
Value of Transaction:	R888 573.83
Nature of Interest:	Direct beneficial

Director: **Mr Darren Hele**

Company:	Famous Brands
Date of Transaction:	12 November 2018
Nature of Transaction:	Resulting from the transaction disclosed above, Mr Hele sold 4 100 Famous Brands ordinary shares to cover tax expenses
Price per share:	R102.00
Value of Transaction:	R418 200.00
Nature of Interest:	Direct beneficial

Director: **Ms Kelebogile Ntlha**

Company:	Famous Brands
Date of Transaction:	13 November 2018
Nature of Transaction:	Automatic vesting and exercise of 2 860 units in terms of the Famous Brands Share Incentive Scheme 2015
Class of securities:	Famous Brands ordinary shares
Exercise price per share:	R100.9055
Value of Transaction:	R288 589.73
Nature of Interest:	Direct beneficial

Director:**Ms Kelebogile Ntlha**

Company:

Famous Brands

Date of Transaction:

13 November 2018

Nature of Transaction:

Resulting from the transaction disclosed above, Ms Ntlha sold 1 342 Famous Brands ordinary shares to cover tax expenses

Price per share:

R101.00

Value of Transaction:

R135 542.00

Nature of Interest:

Direct beneficial

The above transactions were done on market and clearance to deal was provided.

Midrand

15 November 2018

Sponsor

The Standard Bank of South Africa Limited