

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")

Director's 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 Norman Richards
Company:	Famous Brands Management Company (Pty) Limited
Date of Transaction:	15 November 2018
Nature of Transaction:	Automatic vesting and exercise of 5 129 shares 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:	R517 544.31
Nature of Interest:	Direct beneficial

Director:	Mr Norman Richards
Company:	Famous Brands Management Company (Pty) Limited
Date of Transaction:	15 November 2018
Nature of Transaction:	Resulting from the transaction disclosed above, Mr Richards sold 2 369 Famous Brands ordinary shares to cover tax expenses
Price per share:	R101.00
Value of Transaction:	R239 269.00
Nature of Interest:	Direct beneficial

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

Midrand
19 November 2018

Sponsor
The Standard Bank of South Africa Limited