DENEB INVESTMENTS LIMITED

Registration number: 2013/091290/06

(Incorporated in the Republic of South Africa)

JSE share code: DNB ISIN: ZAE000197398

("Deneb" or the "Company")



EXERCISE OF OPTIONS BY DIRECTORS OF A MAJOR SUBSIDIARY IN TERMS OF THE DENEB LONG TERM INCENTIVE SCHEME

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

1.

| L N L N A = |
|--|
| I N Morris |
| Prima Toy and Leisure Trading (Pty) Ltd (a major subsidiary of the Company) |
| Executive |
| Ordinary shares |
| Delivery of ordinary shares through the exercise of Deneb Long Term Incentive Scheme options granted and accepted in 2014 at an adjusted strike price of 84 cents per share (off-market) |
| 28 June 2019 |
| 201 cents |
| 80,479 |
| R161,762.79 |
| Direct, beneficial |
| |

2.

| F Nussbaum |
|--|
| Prima Toy and Leisure Trading (Pty) Ltd (a major subsidiary of the Company) |
| Executive |
| Ordinary shares |
| Delivery of ordinary shares through the exercise of Deneb Long Term Incentive Scheme options granted and accepted in 2014 at an adjusted strike price of 84 cents per share (off-market) |
| 28 June 2019 |
| 201 cents |
| 20,293 |
| R40,788.93 |
| Direct, beneficial |
| |

Clearance for the above was obtained in terms of paragraph 3.66 of the JSE Limited Listings Requirements.

Cape Town 1 July 2019

Sponsor PSG Capital

