Brait SE

(Registered in Malta as a European Company)

(Registration No.SE1)

Share code: BAT ISIN: LU0011857645 WKN: A2SBSU ISIN: XS2088760157 LEI code: 549300VB8GBX4U07WG59

("Brait")

DEALINGS IN SECURITIES BY ASSOCIATES OF DIRECTORS

In accordance with the requirements of European Union regulations and the JSE Limited, the notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them is set out below:

| 1. | Details of the person discharging | g managerial responsibilities/person closely associated |
|----|-----------------------------------|---|
| a) | Name | Titan Premier Investments (Pty) Ltd |

| 2. | Reason for the notification | |
|----|-----------------------------|--|
| a) | Position / status | Person Closely Associated with a PDMR* |
| b) | Initial notification / | Initial notification |
| | amendment | |

| 3. | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | |
|----|---|----------------------|--|
| a) | Name | Brait SE | |
| b) | LEI | 549300VB8GBX4UO7WG59 | |

| 4. | Details of the transaction(s) section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted | | |
|----|--|---|-----------|
| a) | Description of the financial | Ordinary shares bought on the open | |
| | instrument, type of instrument | market | |
| | Identification code | BAT ISIN: LU0011857645 | |
| b) | Nature of the transaction | Buy of ordinary shares | |
| c) | Price(s) and volume(s) | Price(s) | Volume(s) |
| | | 3.33 | 146 908 |
| d) | Aggregated information | | |
| | Aggregated volume | 146 908 | |
| | Price | 3.33 | |
| e) | Date of the transaction | 25/09/2020 | |
| f) | Place of the transaction | On market (Johannesburg Stock Exchange) | |

| 1. | Details of the person discharging | g managerial responsibilities/person closely associated |
|----|-----------------------------------|---|
| a) | Name | Titan Premier Investments (Pty) Ltd |

| 2. | Reason for the notification | |
|----|-----------------------------|--|
| a) | Position / status | Person Closely Associated with a PDMR* |
| b) | Initial notification / | Initial notification |
| | amendment | |

| 3. | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | |
|----|---|----------------------|
| a) | Name | Brait SE |
| b) | LEI | 549300VB8GBX4UO7WG59 |

| 4. | Details of the transaction(s) section to be repeated for (i) each type of instrument; (ii) each type of |
|----|---|
| | transaction; (iii) each date; and (iv) each place where transactions have been conducted |

| a) | Description of the financial | Ordinary shares bought on the open | |
|----|--------------------------------|--|-----------|
| | instrument, type of instrument | market | |
| | Identification code | BAT ISIN: LU0011857645 | |
| b) | Nature of the transaction | Buy of ordinary shares | |
| c) | Price(s) and volume(s) | Price(s) | Volume(s) |
| | | 3.46 | 485 392 |
| d) | Aggregated information | | |
| | Aggregated volume | 485 392 | |
| | Price | 3.46 | |
| e) | Date of the transaction | 28/09/2020 | |
| f) | Place of the transaction | On market (Johannesburg Stock Exchange | e) |

| 1. | Details of the person discharging managerial responsibilities/person closely associated | |
|----|---|-------------------------------------|
| a) | Name | Titan Premier Investments (Pty) Ltd |

| 2. | Reason for the notification | |
|----|-----------------------------|--|
| a) | Position / status | Person Closely Associated with a PDMR* |
| b) | Initial notification / | Initial notification |
| | amendment | |

| 3. | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | |
|----|---|----------------------|
| a) | Name | Brait SE |
| b) | LEI | 549300VB8GBX4UO7WG59 |

| 4. | Details of the transaction(s) section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted | | | |
|----|--|---|-----------|--|
| a) | Description of the financial | scription of the financial Ordinary shares bought on the open | | |
| | instrument, type of instrument | market | | |
| | Identification code | BAT ISIN: LU0011857645 | | |
| b) | Nature of the transaction | Buy of ordinary shares | | |
| c) | Price(s) and volume(s) | Price(s) | Volume(s) | |
| | | 3.45 | 252 686 | |
| d) | Aggregated information | | | |
| | Aggregated volume | | | |
| | Price | 3.45 | | |
| e) | Date of the transaction | 29/09/2020 | | |
| f) | Place of the transaction | On market (Johannesburg Stock Exchange) | | |

^{*}Titan Premier Investments is ultimately controlled by a trust of which Dr CH Wiese is a trustee and beneficiary. Dr CH Wiese is a director of Brait SE.

Malta

30 September 2020

Brait is primarily listed and admitted to trading on the Euro MTF market of the Luxembourg Stock Exchange and its secondary listing is on the Johannesburg Stock Exchange.

Sponsor

RAND MERCHANT BANK (A division of FirstRand Bank Limited)