

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")

Dealings in Securities by Directors and Company Secretary

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

Director:	DP Hele
Company:	Famous Brands
Date of acceptance of award:	29 October 2020
Nature of Transaction:	Off-market acceptance of Share Appreciation Rights ("SARS") and Retention Shares in terms of the Famous Brands Share Scheme 2015
Class of securities:	Grants in respect of Famous Brands ordinary shares
Grant vesting dates:	In tranches of 1/3 (one-third) each on 1 June 2023, 2024 and 2025
Number of securities:	(1) 333 104 SARS (2) 27 504 Retention Shares
Price:	(1) R34.96 per SARS (2) Zero cost per Retention Share
Value of Transaction:	(1) R11 645 320.00 SARS (2) R961 540.00 Retention Shares
Nature of Interest:	Direct beneficial

Director:	K Ntlha
Company:	Famous Brands
Date of acceptance of award:	29 October 2020
Nature of Transaction:	Off-market acceptance of Share Appreciation Rights ("SARS") and Retention Shares in terms of the Famous Brands Share Scheme 2015
Class of securities:	Grants in respect of Famous Brands ordinary shares
Grant vesting dates:	In tranches of 1/3 (one-third) each on 1 June 2023, 2024 and 2025
Number of securities:	(1) 155 187 SARS (2) 13 278 Retention Shares
Price:	(1) R34.96 per SARS (2) Zero cost per Retention Share
Value of Transaction:	(1) R5 425 338.00 SARS (2) R464 200.00 Retention Shares
Nature of Interest:	Direct beneficial

Company Secretary:	C Appollis
Company:	Famous Brands
Date of acceptance of award:	29 October 2020
Nature of Transaction:	Off-market acceptance of Share Appreciation Rights ("SARS") and Retention Shares in terms of the Famous Brands Share Scheme 2015
Class of securities:	Grants in respect of Famous Brands ordinary shares
Grant vesting dates:	In tranches of 1/3 (one-third) each on 1 June 2023, 2024 and 2025
Number of securities:	(1) 107 094 SARS (2) 8 924 Retention Shares
Price:	(1) R34.96 per SARS (2) Zero cost per Retention Share
Value of Transaction:	(1) R3 744 000.00 SARS (2) R312 000.00 Retention Shares
Nature of Interest:	Direct beneficial

The grants were approved on 25 May 2020. However, in line with the provisions of the JSE Limited ("JSE") Listings Requirements and the Rules of the Scheme, the grant of the awards to the directors and Company Secretary were delayed and could not be accepted until the prohibited period lapsed upon withdrawal of the cautionary announcement on 14 October 2020, and the end of the closed period on 26 October 2020. Clearance to deal was received in terms of paragraph 3.66 of the JSE Limited Listings Requirements.

Midrand
04 November 2020

Sponsor
The Standard Bank of South Africa Limited