

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

Dealing in Securities by a director

In compliance with paragraphs 3.63 to 3.74 of the Listings Requirements of the JSE Limited ("Listings Requirements"), shareholders of Famous Brands are advised of the following transaction by a director in the Company's securities:

Name of director:	Mr J Halamandres
Date of transaction:	2 November 2020
Class of securities:	Famous Brands ordinary shares
Nature of transactions:	Off-market, over-the-counter collar over 304,000 Famous Brands ordinary shares in five tranches, in each case, a put strike price of R34.00 and a call strike price of R64.35 with weekly expiry dates from 19 October 2023 to 16 November 2023
Number of securities:	304,000
Price per security:	R45.00
Transaction value:	R13,680,000.00
Nature and extent of director's interest:	Direct beneficial
Clearance to deal received:	Yes

Midrand
5 November 2020

Sponsor
The Standard Bank of South Africa Limited