

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

In compliance with sections 3.63 to 3.74 of the Listings Requirements of the JSE Limited, Famous Brands shareholders are advised of the following dealings by the Famous Brands Share Incentive Scheme 2015:

<b>Name of scheme:</b>	Famous Brands Share Incentive Scheme 2015
<b>Nature of transaction:</b>	On-market purchase of ordinary shares in Famous Brands for delivery to nominated participants
<b>Date of transaction:</b>	3 November 2020
<b>Total number of shares:</b>	106,959
<b>Price per share:</b>	R45.80
<b>Transaction value:</b>	R4,898,722.20
<b>Date of transaction:</b>	4 November 2020
<b>Total number of shares:</b>	5,000
<b>Price per share:</b>	R45.2368
<b>Transaction value:</b>	R226,184.00
<b>Date of transaction:</b>	5 November 2020
<b>Total number of shares:</b>	29,261
<b>Price per share:</b>	R46.7983
<b>Transaction value:</b>	R1,369,365.06
<b>Interest:</b>	Direct beneficial

In compliance with sections 3.63 to 3.74 of the Listings Requirements of the JSE Limited, Famous Brands shareholders are advised of the following dealings by Famous Brands directors:

<b>Director:</b>	DP Hele
<b>Company:</b>	Famous Brands
<b>Date of transaction:</b>	3 November 2020
<b>Nature of transaction:</b>	Off market automatic vesting and receipt of Retention Shares in terms of the Famous Brands Share Incentive Scheme 2015
<b>Class of securities:</b>	Famous Brands ordinary shares
<b>Number of securities:</b>	13,717
<b>Price per security:</b>	Average price R46.5704 Highest price R46.7982 Lowest price R45.2300
<b>Value of transaction:</b>	R638,806.17
<b>Nature of interest:</b>	Direct beneficial
<b>Director:</b>	DP Hele
<b>Company:</b>	Famous Brands
<b>Date of transaction:</b>	3 November 2020
<b>Nature of transaction:</b>	On-market sale of Famous Brands ordinary shares to meet income tax obligations following the above vesting
<b>Class of securities:</b>	Famous Brands ordinary shares
<b>Number of securities:</b>	13,717

<b>Price per share:</b>	R45.80
<b>Value of transaction:</b>	R628,238
<b>Nature of interest:</b>	Direct beneficial
<b>Director:</b>	K Ntlha
<b>Company:</b>	Famous Brands
<b>Date of transaction:</b>	3 November 2020
<b>Nature of transaction:</b>	Off market automatic vesting and receipt of Retention Shares in terms of the Famous Brands Share Incentive Scheme 2015
<b>Class of securities:</b>	Famous Brands ordinary shares
<b>Number of securities:</b>	4,238
<b>Price per security:</b>	Average price R46.5704
	Highest price R46.7982
	Lowest price R45.2300
<b>Value of transaction:</b>	R197,363.66
<b>Nature of interest:</b>	Direct beneficial
<b>Director:</b>	K Ntlha
<b>Company:</b>	Famous Brands
<b>Date of transaction:</b>	03 November 2020
<b>Nature of transaction:</b>	On-market sale of Famous Brands ordinary shares meet income tax obligations following the above vesting
<b>Class of securities:</b>	Famous Brands ordinary shares
<b>Number of securities:</b>	4,235
<b>Price per share:</b>	R45.80
<b>Value of transaction:</b>	R193,963
<b>Nature of interest:</b>	Direct beneficial

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

Midrand  
9 November 2020

Sponsor: The Standard Bank of South Africa Limited