

BRAIT P.L.C.
 (Registered in Malta as a Public Limited Company)
 (Registration No. C97843)
 Share code: BAT ISIN: LU0011857645
 Bond code: WKN: A2SBSU ISIN: XS2088760157
 LEI: 549300VB8GBX4UO7WG59
 ("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 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 / amendment	Initial notification	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Brait PLC	
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 instrument, type of instrument	Ordinary shares bought on the open 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)
		2.78	6 665 119
d)	Aggregated information		
	Aggregated volume	6 665 119	
	Price	2.78	
e)	Date of the transaction	11/03/2021	
f)	Place of the transaction	On market (Johannesburg Stock Exchange)	

*Titan Premier Investments (Pty) Ltd is ultimately controlled by a trust of which Dr CH Wiese is a trustee and beneficiary. Dr CH Wiese is a director of Brait PLC.

1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Titan Share Dealers (Pty) Ltd	
2.	Reason for the notification		
a)	Position / status	Person Closely Associated with a PDMR^	
b)	Initial notification / amendment	Initial notification	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Brait PLC	
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 instrument, type of instrument	Ordinary shares bought on the open market	
	Identification code	BAT ISIN: LU0011857645	
b)	Nature of the transaction	Purchase of derivative instruments (55 045 single stock future contracts) representing 5 504 500 ordinary shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		2.65	5 504 500
d)	Aggregated information		
	Aggregated volume	5 504 500	
	Price	2.65	
e)	Date of the transaction	16/03/2021	
f)	Place of the transaction	On market (Johannesburg Stock Exchange)	

^Titan Share Dealers (Pty) Ltd is ultimately controlled by a trust of which Dr CH Wiese is a trustee and beneficiary. Dr CH Wiese is a director of Brait PLC.

San Gwann, Malta
16 March 2021

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