

Purple Group Limited
(Incorporated in the Republic of South Africa)
(Registration number 1998/013637/06)
Share code: PPE ISIN: ZAE000185526
("Purple Group")

UPDATE ANNOUNCEMENT - DEALING IN SECURITIES BY AN ASSOCIATE OF A DIRECTOR

Shareholders are referred to the announcement released on SENS on 1 June 2021.

The sale of shares and option agreement between Business Venture Investments No 1847 Proprietary Limited (BVI or the Seller), an associate of, and an entity in which Mark Barnes holds 50% of the issued share capital, and Firefly Newco 1411 Proprietary Limited (Firefly or the Purchaser) (the Agreement) has become unconditional.

In terms of the Agreement, the Purchaser will acquire 45 454 546 Purple Group shares (representing 4.49% of the shares in issue (excluding treasury shares)) from BVI at a price of 110 cents per share (Sale Shares).

In addition to the Sale Shares, the Purchaser has exercised its call option to acquire 134 545 316 (13.30% of shares in issue (excluding treasury shares)) Purple Group shares at a price of 110 cents per share from BVI. In terms of the Agreement, BVI had the option to procure that a third party (Third-Party Seller) provide some of the shares under the call option. In this regard, BVI procured a Third-Party Seller to provide 30 000 000 Purple Group shares; hence BVI will only be selling 104 545 316 (10.33% of shares in issue (excluding treasury shares)) shares to the Purchaser in respect of the Call Option (Call Option Shares) and the Third-Party seller will sell 30 000 000 shares to the Purchaser at 110 cents per share.

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

Company:	BVI
Name of director:	Mark Barnes
Relationship with associate:	Mark Barnes is director and 50% shareholder in BVI
Date of agreement:	28 May 2021
Nature of transaction:	off-market sale of shares
Number of securities:	149 999 862
Class of securities:	ordinary shares
Price per share:	110 cents per share
Total Value:	R164 999 848
Nature of interest:	indirect beneficial

The sale transaction detailed above will be concluded in accordance with the Agreement.

Responsibility Statement

The Board accepts responsibility for the information contained in this announcement. To the best of the Board's knowledge and belief, the information contained in this announcement is true and nothing has been omitted which is likely to affect the importance of the information.

Johannesburg

25 June 2021

Company Secretary: 4 Africa Exchange Registry Proprietary Limited

Sponsor: Deloitte & Touche Sponsor Services Proprietary Limited