

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

ACQUISITION OF SECURITIES BY SERIALONG FINANCIAL INVESTMENTS
PROPRIETARY LIMITED ("SERIALONG")

Reference is made to the SENS announcement dated 24 August 2021. In accordance with section 122 of the Companies Act, No. 71 of 2008 and section 3.83(b) of the JSE Limited Listings Requirements, shareholders are hereby advised that the Company has received formal notification in the prescribed form that Serialong has acquired a beneficial interest in the securities of the Company, such that the total beneficial interest in the securities of the Company held by Serialong is now 11.46% of the total issued share capital of the Company.

As required in terms of section 122(3)(a) of the Act, the Company has filed the required notice with the Takeover Regulation Panel.

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
27 August 2021

Transfer and Company secretaries: 4 Africa Exchange Registry Proprietary Limited
Sponsor: Deloitte & Touche Sponsor Services Proprietary Limited