

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

## **DEALING IN SECURITIES BY AN ASSOCIATE OF A DIRECTOR**

Shareholders are referred to the announcements released on SENS on 1 June 2021, 25 June 2021 and 20 July 2021, in terms of which it was announced that Business Venture Investments No 1847 Proprietary Limited (BVI), an associate of, and an entity in which Mark Barnes holds 50% of the issued share capital, sold 149 999 862 Purple Group shares to BaseGP ("Initial Transaction").

It was announced on SENS on 9 December 2014 that Ronnie Lubner and Mark Barnes would align certain of their interests in Purple Group. BVI was established to consolidate these shareholdings and funding raised in support of the earlier rights issue undertaken by Purple Group in 2008, the results of which were announced on SENS on 24 October 2008 (rights issue).

The Initial Transaction has both facilitated the investment by a strategic partner into Purple Group and enabled the long-term funding raised (to support the rights issue) in BVI to be settled. The shareholders of BVI have now agreed to restructure their respective interests in Purple Group, currently held through BVI, so as to hold their interests separately going forward. The effective date of the agreement is 31 August 2021 ("Agreement").

In terms of the Agreement, 112 023 733 shares in Purple Group (at a price of 110 cents per share, being the price at which the Initial Transaction was concluded) will be transferred to Rae's Creek Trust and Gajoder Investments (Pty) Ltd as consideration for their aggregate 50% shareholding and loan accounts in BVI, and in full and final settlement of all financial arrangements, within BVI and otherwise, between the shareholders of BVI.

In the result, Mark Barnes will own 100% of BVI, which in turn will own 70 138 108 Purple Group shares (representing 6.08% of the shares in issue (excluding treasury shares)). Rae's Creek Trust will own 64 765 601 Purple Group shares (representing 5,61% of the shares in issue (excluding treasury shares)) and Gajoder Investments (Pty) Ltd will own 47 258 132 Purple Group shares (representing 4,10% of the shares in issue (excluding treasury shares)).

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

Company name of associate:	BVI
Name of director:	Mark Barnes
Relationship with BVI:	Shareholder and director
Date of agreement:	31 August 2021
Nature of transaction:	off-market transfer of shares

Number of securities:	112 023 733
Class of securities:	ordinary shares
Price per share:	110 cents per share
Total Value:	R123 226 106
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

31 August 2021

Company Secretary: 4 Africa Exchange Registry Proprietary Limited

Sponsor: Deloitte & Touche Sponsor Services Proprietary Limited