

**ELLIES HOLDINGS LIMITED**

(Incorporated in the Republic of South Africa)

(Registration number: 2007/007084/06)

JSE share code: ELI ISIN: ZAE000103081

("Ellies" or "the Company")



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**CHANGE TO THE BOARD OF DIRECTORS**

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Shareholders are advised that Darren Kramer has been appointed as an independent non-executive of Ellies with effect from 19 October 2021.

Darren Kramer (BA (law) MBA) is a director and shareholder of Liquidbox in SA, eNabled in the US, Incubeta Holdings where he acts as corporate advisor/corporate finance advisor, DQ&A in the Netherlands and Joystick in the US and Groundswell in Northern Ireland, amongst others. He is a shareholder and advisor to Rich Rewards, a tech-based lead generation business. Darren who owns a small fashion business, ShirtStory, where he designs, produces and retails shirts, leather bags and related products, was previously a director and shareholder of ACDOCO SA where he managed the legal and funding aspects of the business.

Darren has 23 years' experience advising on M&A and Corporate Growth Strategies, 12 years of which were as a principal in various Law Firms. He has been in numerous consumer goods, retail, digital-internet media, technology-software and telecoms ventures either as an advisor, director and/or as a shareholder.

Darren has a sound knowledge of the international business environment and has an extensive local and international network. During his advisory career Darren has worked and still works on numerous transactions across many industries with a focus and passion on consumer related business in the telecoms, technology, media, distribution and retail industries, having worked with certain brands in South Africa (distributors) such as Diesel, Pringle, Palladium Footwear, Fila, 40 Savile Row and Sissy Boy.

The board welcomes Darren and looks forward to his contribution to the Company.

20 October 2021

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Sponsor

