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**LUXE HOLDINGS LIMITED**

Incorporated in the Republic of South Africa

(Registration number: 2000/002239/06)

Share code: LUX ISIN Code: ZAE000286035

("Luxe" or "the Company")

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**VOLUNTARY ANNOUNCEMENT: LUXE INCREASES FOOTPRINT BY PARTNERING WITH EDGARS**

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The board of directors of Luxe is pleased to announce that its NWJ jewellery brand has concluded a concessionary partnership with Retailability Proprietary Limited ("**Retailability**") in the Fine Jewellery and Watches space in Retailability's major fashion retailer, Edgars.

During the year, as part of a pilot project, we rolled out jewellery and watches shop-in-shop counters in 20 Edgars stores across South Africa as a "white label" brand. With this pilot project producing pleasing results despite trying challenging trading conditions, we have commenced the next phase in our partnership with Edgars in branding all shop-in-shop counters with the NWJ branding nameplate.

We are of the firm belief that the NWJ brand, with a 37-year heritage, will provide the required impetus to fully realise the potential of this exciting venture.

Further to the aforementioned, NWJ is pleased to announce that it will implement a roll-out strategy to double its footprint of NWJ counters in a further number of Edgars stores from early 2022, with the aim to be represented in the majority of Edgars stores within South Africa and Namibia by 2023.

Our evaluation and experience of the pilot project indicates that the Edgars' customer ideally fits NWJ's offering of quality, value and variety. Edgars' substantial customer base also holds significant potential for NWJ's benefit from this credible, well established and trusted household brand.

Johannesburg

1 December 2021

**Sponsor**

Merchantec Capital