
POSTING OF CIRCULAR REGARDING THE PURPLE GROUP 2022 SHARE INCENTIVE PLAN AND NOTICE OF THE GENERAL MEETING

1. INTRODUCTION

The Board of Purple Group has resolved to implement the Purple Group Share Incentive Plan ("the Share Incentive Plan"). The purpose of the Share Incentive Plan is to align executive directors, prescribed officers and key management with shareholder interests and reward exceptional performance.

In terms of the JSE Listing Requirements, share incentive plans are required to be approved by shareholders in a general meeting. The purpose of the circular is to provide Purple Group shareholders ("Shareholders") with relevant information relating to the Share Incentive Plan and the implications thereof, to enable Shareholders to make an informed decision as to whether or not they should vote in favour of the proposed resolutions relating to the adoption of the Share Incentive Plan.

2. POSTING OF CIRCULAR

Shareholders are hereby advised that a circular detailing, inter alia, the salient features of the Share Incentive Plan and incorporating a notice of general meeting ("the Circular") has been distributed to Shareholders today, Wednesday, 04 May 2022.

The Circular is also available on the Purple's website: www.purplegroup.co.za/our-financials.

3. NOTICE CONVENING THE GENERAL MEETING

Notice is hereby given that a general meeting of Shareholders will be held virtually at 10:00 on Friday, 03 June 2022 (the "General Meeting").

Should any Shareholder (or representative or proxy for a Shareholder) wish to participate in the virtual General Meeting, that Shareholder should apply in writing (including details on how the Shareholder or representative (including proxy) can be contacted) to the Transfer Secretary via email at purple@4axregistry.co.za for the Transfer Secretary to arrange for the Shareholder (or representative or proxy) to provide reasonably satisfactory identification for the purposes of section 63(1) of the Companies Act, 71 of 2008, as amended (Companies Act) and for the Transfer Secretary to provide the Shareholder (or representative or proxy) with the link to the online registration and voting platform as well as the process to register and vote online. Shareholders are referred to page 3 of the Circular for more information on the action required to be taken by them.

4. IMPORTANT DATES AND TIMES

Shareholders are referred to the table below setting out important dates and times in relation to the General Meeting. These salient dates and times are also included in the Circular.

| Item | 2022 |
|--|--------------------|
| Record date to receive the circular containing the notice of General Meeting | Friday, 22 April |
| Circular and the Notice of General Meeting posted to Shareholders on | Wednesday, 4 May |
| Announcement regarding the posting of the Circular and the availability on the website published on SENS | Wednesday, 4 May |
| Last day to trade in order to be eligible to participate and vote at the General Meeting | Tuesday, 24 May |
| Record date in order to participate and vote at the General Meeting | Friday, 27 May |
| Receipt of Forms of Proxy in respect of the General Meeting by 10:00 on | Wednesday, 01 June |
| General Meeting at 10:00 on | Friday, 03 June |
| Results of the General Meeting published on SENS on | Friday, 03 June |

Notes:

1. The above dates and times are South African and are subject to change. Any changes will be notified on SENS.

Johannesburg
04 May 2022

Sponsor: Deloitte & Touche Sponsor Services (Pty) Ltd
Company and Transfer Secretaries: CTSE Registry Services Proprietary Limited