

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")

**DEALINGS IN SECURITIES BY DIRECTORS AND PRESCRIBED OFFICERS OF THE COMPANY**

Shareholders are advised of the following information relating to dealings in securities by directors of Ellies pursuant to the Ellies Holdings Limited Long Term Incentive Plan ("**LTI Plan**") which shares will vest, subject to certain performance conditions, on 28 April 2025:

Name of director:	Shaun Prithivirajh
Date of transaction:	29 April 2022
Class of securities:	Ordinary shares
Number of securities:	6 408 494
Price per security:	RNil
Total deemed value of transaction:	R1 409 868.68, being the total deemed value calculated using the closing price of Ellies shares on 27 April 2022 of R0.22
Nature of transaction:	Off-market grant and acceptance of awards under the terms of the LTI Plan
Nature and extent of director's interest:	Direct beneficial
Clearance to deal received:	Yes
Name of director:	Guy Moretti
Date of transaction:	29 April 2022
Class of securities:	Ordinary shares
Number of securities:	2 944 444
Price per security:	RNil
Total deemed value of transaction:	R 647 777.68, being the total deemed value calculated using the closing price of Ellies shares on 27 April 2022 of R0.22
Nature of transaction:	Off-market grant and acceptance of awards under the terms of the LTI Plan
Nature and extent of director's interest:	Direct beneficial
Clearance to deal received:	Yes
Name of prescribed officer:	Zeyn Agjee
Date of transaction:	29 April 2022
Class of securities:	Ordinary shares
Number of securities:	2 136 960
Price per security:	RNil
Total deemed value of transaction:	R 470 131.20, being the total deemed value calculated using the closing price of Ellies shares on 27 April 2022 of R0.22
Nature of transaction:	Off-market grant and acceptance of awards under the terms of the LTI Plan
Nature and extent of prescribed officer's interest:	Direct beneficial
Clearance to deal received:	Yes

Name of prescribed officer:	Johannes Klein
Date of transaction:	29 April 2022
Class of securities:	Ordinary shares
Number of securities:	2 183 090
Price per security:	RNil
Total deemed value of transaction:	R 480 279.80, being the total deemed value calculated using the closing price of Ellies shares on 27 April 2022 of R0.22
Nature of transaction:	Off-market grant and acceptance of awards under the terms of the LTI Plan
Nature and extent of prescribed officer's interest:	Direct beneficial
Clearance to deal received:	Yes

5 May 2022

Sponsor

