

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

#### DIRECTOR'S DEALING IN SECURITIES

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

Name of director:	Gary van Dyk
Date of transaction:	29 August 2022
Nature of transaction:	Exercise of share options and subsequent off-market allocation of shares
Number of securities:	4 000 000 shares
Class of securities:	Ordinary shares
Strike price of options:	75.35 cents per share
Total Value:	R3 014 000
Period of vesting:	4 years
Grant date:	10 December 2015
Vested date:	9 December 2019
Nature of interest:	Direct beneficial

The vesting conditions of the options exercised were:  
Up to 25% on or after the first anniversary date of acceptance of options;  
Up to 50% on or after the second anniversary of the acceptance date;  
Up to 75% on or after the third anniversary date; and  
Up to 100% on or after the fourth anniversary date.  
The contractual life of the options is seven years from the date of grant.

Name of director:	Gary van Dyk
Date of transaction:	31 August 2022
Nature of transaction:	Off-market sale of shares
Number of securities:	1 000 000 shares
Class of securities:	Ordinary shares
Sales Price:	215 cents per share
Total Value:	R2 150 000
Nature of interest:	Direct beneficial

Name of director:	Gary van Dyk
Date of transaction:	31 August 2022
Nature of transaction:	On-market sale of shares
Number of securities:	4 000 000 shares
Class of securities:	Ordinary shares
Sales price:	205 cents per share

Total Value: R8 200 000  
Nature of interest: Direct beneficial

Name of director: Charles Savage  
Date of transaction: 31 August 2022  
Nature of transaction: On-market sale of shares  
Number of securities: 7 000 000 shares  
Class of securities: Ordinary shares  
Sales price: 205 cents per share  
Total Value: R14 350 000  
Nature of interest: Direct beneficial

Clearance was given for the above-mentioned transactions in terms of paragraph 3.66 of the Listings Requirements.

### **Rationale for sales**

The rationale for the sales is to fund options exercised during the year (which includes the subscription price and the related income tax thereon), to service debt related to their holdings and to fund capital gains tax payable on the sold shares.

Charles was a net buyer of Purple Group shares during the year and Gary's net holdings have remained unchanged, as shown in the table below.

	<b>Charles Savage</b>	<b>Gary van Dyk</b>
<b>Opening holdings 31 August 2021</b>	<b>28 367 157</b>	<b>19 702 197</b>
Options exercised	12 000 000	6 000 000
Sale of shares	(7 000 000)	(6 000 000)
Sale to daughter	(250 000)	-
Sale by wife	(50 000)	-
<b>Closing Holdings 31 August 2022</b>	<b>33 067 157</b>	<b>19 702 197</b>

Major shareholders are supportive of the sales and understand the rationale as detailed above. 11 million of the sale shares were placed with a single buyer.

"We fully support the sale of shares. Management is incentivised and aligned with shareholders, in the creation of long-term value and are more committed than ever to driving the Group's growth plans" says, Paul Rutherford from Base Capital, a significant shareholder in Purple Group.

Johannesburg  
1 September 2022  
Sponsor: Deloitte & Touche Sponsor Services (Pty) Ltd