



PURPLE GROUP
LIMITED

UNAUDITED INTERIM GROUP RESULTS

FOR THE SIX MONTHS ENDED 28 FEBRUARY 2023

EASYEQUITIES GROUP HIGHLIGHTS

- Active clients increased by 23.8% to 831 082, compared to 671 454 in the prior comparative period.
- Client assets increased by 15.6% to R42.6 billion, compared to R36.8 billion in the prior comparative period.

LETTER FROM THE CEO

BUSINESS REVIEW

The core value drivers of the Purple Group continue to perform very well. We have more partners than ever before, new customers continue to arrive at a healthy rate and existing customers choose to stay the course and keep growing their assets with us. Our customers love our products and platforms, and we continue to invest heavily into ensuring we can deliver more products to solve more client needs while opening new markets and improving our customer experience all the time.

Tough economic conditions have driven traded value, relative to client assets on platform, to historic lows. Nonetheless, over the last 6 months, R2.9 billion in deposits still flowed into new investments with us. Whilst the cyclical nature of markets and the economy will impact our client's ability to save and invest, we remain determined to pursue our purpose, to democratise investing and empower financial dignity for all while building the world's best investment platform.

Considerable investment in the period was directed at securing and scaling our IT and operations infrastructure, projects that will result in a lower cost to serve customers in the periods ahead, increase revenue and open up new gateways to customer growth, through the Philippines and into South East Asia and beyond.

Our ability to serve clients at a lower cost, year on year, is a significant asset of the group which enables us to:

1. be more profitable from existing customers each year;
2. on-board new customers to be profitable faster and faster; and
3. launch new products at a lower cost than our competitors.

Our economic model is more balanced between retail and institutional flows and much less reliant on activity-based revenue as annuity revenue grows, which as it increases improves our ability to be profitable in all market cycles.

We will shortly announce details of our intention to raise R150 million of new capital to specifically fund the growth strategy of the Easy Group of companies over the next 3 years.

Thank you to all staff, partners, shareholders and customers for their support, ongoing investment, and engagement over the period.

GROUP HIGHLIGHTS

- Group revenue increased by 6.7% to R146.0 million, compared to R136.8 million in the prior comparative period.
- The Group generated a basic loss and headline loss per share of 0.85 cents per share for the period, compared to a basic earnings and headline earnings of 1.63 cents per share in the prior comparative period, representing a decrease of 152.0%.
- The Group's net asset value per share increased by 8.9% to 38.72 cents, compared to 35.56 cents per share in the prior comparative period.

Charles Savage

Chief Executive Officer

24 April 2023

This short-form announcement is the responsibility of the directors and is only a summary of the information in the full announcement and does not contain full or complete details. Any investment decision should be based on the full announcement which is available on our website www.purplegroup.co.za/our-financials or at

<https://senspdf.jse.co.za/documents/2023/jse/isse/PPE/PPEInt2023.pdf>. Copies of the full announcement may also be requested at the offices of our sponsors and at our registered offices at no charge, during office hours. This announcement has not been audited nor reviewed by the company's external auditors. Any forward-looking statement has not been reviewed or reported on by the company's external auditors.

Executive directors: Charles Savage (Chief Executive Officer), Gary van Dyk (Chief Financial Officer). **Non-executive directors:** Happy Ntshingila* (Chairman), Arnold Forman*, Craig Carter*, William Bassie Maisela*, Bonang Mohale, Mark Barnes, Paul Rutherford* (Independent). **Company Secretary:** CTSE Registry Services Proprietary Limited. **Registered office:** 16th Floor, 25 Owl Street, Braamfontein Werf, 2092. PO Box 411449, Craighall, 2024. **Auditors:** BDO South Africa Incorporated, Registered Auditors, Wanderers Office Park, 52 Corlett Drive, Illovo, 2196. **Share registrars:** CTSE Registry Services Proprietary Limited. **Sponsors:** Deloitte & Touche Sponsor Services Proprietary Limited. Deloitte, 5 Magwa Crescent, Waterfall City, Midrand, 2090.

Purple Group Limited (Incorporated in the Republic of South Africa) **Registration number:** 1998/013637/06 **Share code:** PPE **ISIN:** ZAE000185526 ("Purple Group" or "the Company" or "the Group"). **Tax number:** 9552/065/64/2.