

Famous Brands Limited
(Incorporated in the Republic of South Africa)
(Registration number 1969/004875/06)
Share code: FBR
ISIN code: ZAE000053328
("Famous Brands" or "the Company")

Dealings in Famous Brands Shares

In compliance with paragraph 3.92 of the Listings Requirements of the JSE Limited, we hereby advise the following dealings by the Famous Brands Share Incentive Scheme 2015:

Name of scheme:	Famous Brands Share Incentive Scheme 2015
Nature of transaction:	On-market purchase of ordinary shares in Famous Brands for delivery to nominated participants whose awards vested in accordance with the Rules of the Scheme
Date of transaction:	19 June 2023
Total number of shares:	92,019
Price per share	R64.24
Total transaction value:	R5,911,300.56
Nature of transaction:	On-market sale of ordinary shares in Famous Brands
Date of transaction:	19 June 2023
Total number of shares:	43,234
Price per share	R63.08
Total transaction value:	R2,727,200.72
Interest:	Direct beneficial

In compliance with sections 3.63 to 3.74 of the Listings Requirements of the JSE Limited, Famous Brands shareholders are advised of the following dealings by a Famous Brands director and company secretary:

Director:	DP Hele
Company:	Famous Brands
Date of transaction:	14 June 2023
Nature of transaction:	Off market receipt of Retention Shares awarded in 2019 in terms of the Famous Brands Share Incentive Scheme 2015, following the automatic vesting
Class of securities:	Famous Brands ordinary shares
Number of securities:	12 785
Exercise Price per share:	R64.41
Value of transaction:	R823,481.85
Nature of interest:	Direct beneficial
Date of transaction:	14 June 2023
Nature of transaction:	Off market receipt of Retention Shares awarded in 2020 in terms of the Famous Brands Share Incentive Scheme 2015, following the automatic vesting
Class of securities:	Famous Brands ordinary shares
Number of securities:	9,168

Exercise Price per share:	R64.41
Value of transaction:	R590,510.88
Nature of interest:	Direct Beneficial
Date of transaction:	14 June 2023
Nature of transaction:	Off market receipt of Share Appreciation Rights shares awarded in 2020 at a strike price of R34.96 in terms of the Famous Brands Share Incentive Scheme 2015, following the automatic vesting
Class of securities:	Famous Brands ordinary shares
Number of securities:	50,770
Exercise price per share:	R64.41
Value of transaction:	R3,270,095.70
Nature of interest:	Direct beneficial
Date of transaction:	19 June 2023
Nature of transaction:	On-market sale of Famous Brands ordinary shares to meet income tax obligations following the above vesting
Class of securities:	Famous Brands ordinary shares
Number of securities:	32880
Price per share:	R63.08
Value of transaction:	R2,074,070.40
Nature of interest:	Direct beneficial
Date of transaction:	21 June 2023
Nature of transaction:	On-market sale of Famous Brands ordinary shares to meet income tax obligations following the above vesting
Class of securities:	Famous Brands ordinary shares
Number of securities:	734
Price per share:	R62.95
Value of transaction:	R46,205.30
Nature of interest:	Direct beneficial
Company Secretary:	CD Appollis
Company:	Famous Brands
Date of transaction:	14 June 2023
Nature of transaction:	Off market receipt of Retention Shares awarded in 2020 in terms of the Famous Brands Share Incentive Scheme 2015, following the automatic vesting
Class of securities:	Famous Brands ordinary shares
Number of securities:	2,974
Exercise Price per share:	R64.41
Value of transaction:	R191,563.96
Nature of interest:	Direct beneficial
Date of transaction:	14 June 2023
Nature of transaction:	Off market receipt of Share Appreciation Rights shares awarded in 2020 at a strike price of R34.96 in terms of the Famous Brands Share Incentive Scheme 2015, following the automatic vesting

Class of securities:	Famous Brands ordinary shares
Number of securities:	16,322
Exercise price per share:	R64.41
Value of transaction:	R1,051,347.35
Nature of interest:	Direct beneficial
Date of transaction:	19 June 2023
Nature of transaction:	On-market sale of Famous Brands ordinary shares to meet income tax obligations following the above vesting
Class of securities:	Famous Brands ordinary shares
Number of securities:	10,354
Price per share:	R63.08
Value of transaction:	R653,130.32
Nature of interest:	Direct beneficial
Date of transaction:	21 June 2023
Nature of transaction:	On-market sale of Famous Brands ordinary shares to meet income tax obligations following the above vesting
Class of securities:	Famous Brands ordinary shares
Number of securities:	165
Price per share:	R62.95
Value of transaction:	R 10,386.75
Nature of interest:	Direct beneficial

Clearance to deal was received in terms of paragraph 3.66 of the JSE Limited Listings Requirements.

Midrand
21 June 2023

Sponsor and Corporate Broker
The Standard Bank of South Africa Limited