

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

Dealings in Securities by Director

In compliance with paragraphs 3.63 to 3.74 of the Listings Requirements of the JSE Limited ("Listings Requirements"), shareholders of Famous Brands are advised of the following transaction in the Company's securities:

Director:	DP Hele
Company:	Famous Brands
Date of acceptance of award:	15 July 2023
Nature of transaction:	Off-market acceptance of performance share awards in terms of the 2023 Famous Brands Limited Share Plan
Class of securities:	Famous Brands ordinary shares
Vesting date:	1 June 2026, subject to certain performance criteria being met
Number of securities:	112 668
Price:	R64.41
Value of transaction:	R7 256 945.88
Nature of interest:	Direct beneficial
Clearance to deal:	Yes

Midrand
27 July 2023

Sponsor
The Standard Bank of South Africa Limited