

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")

#### DEALING IN SECURITIES BY A DIRECTOR OF THE COMPANY

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

Director	:	Nicolaos Halamandaris
Date of transaction	:	10 August 2023
Class of securities	:	Ordinary shares in Famous Brands Limited
Nature of transactions	:	Off-market collar hedge over 194,930 ordinary shares of the Company with a put strike price of R59.43, call strike price of R74.88 and expiry on 11 August 2025
Total value of transaction	:	R 11,584,689.90
Nature of interest	:	Indirect beneficial
Clearance obtained	:	Yes

Mr Halamandaris entered into an equity funding arrangement with a financial institution which consisted of a loan agreement securitised by a simultaneous collar hedge and equity lending transaction.

Johannesburg

14 August 2023

Sponsor and Corporate Broker

The Standard Bank of South Africa Limited