

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")

TRADING STATEMENT FOR THE YEAR ENDED 31 AUGUST 2023

Purple Group is currently finalising its results for the twelve months ended 31 August 2023 ("this period"). In terms of paragraph 3.4(b) of the JSE Limited Listings Requirements, shareholders are advised that Purple Group is satisfied that a reasonable degree of certainty exists that the financial results for the period to be reported upon will differ by more than 20% from that for the previous corresponding period, being the twelve months ended 31 August 2022 ("the prior period").

Shareholders are accordingly advised that for this period, the directors of Purple Group anticipate:

- a headline loss per share of between 1.94 cents and 2.15 cents, compared to headline earnings per share of 1.12 cents reported in the prior period; and
- a basic loss per share of between 1.80 cents and 1.99 cents, compared to basic earnings per share of 3.64 cents reported in the prior period.

The percentage movements are not shown as the earnings per share have moved from a profit in the prior period to a loss per share for the 12 months ended 31 August 2023.

In accordance with IFRS reporting standards, the prior period earnings and headline earnings per share have been restated to reflect the impact of the rights offer concluded by the Company during the period. The reported weighted average number of ordinary shares has been restated from 1 181 004 638 shares to 1 209 937 728 shares. The basic earnings for the prior period has been restated from 3.71 cents to 3.64 cents and the headline earnings per share has been restated from 1.14 cents to 1.12 cents.

Confronting Economic Challenges

The past year has been marked by economic fluctuations, including a significant downturn in the economy and escalating interest rates. It's in these times that true innovation emerges. We faced unavoidable declines in activity based revenue, primarily driven by muted market volatility and the impact of inflation and higher interest rates. These challenges have emphasized the importance of retaining strategic agility and building an increasingly diversified business, which we continue to do.

Strategic Investments and Expansion

New markets, particularly in Southeast Asia with EasyEquities Philippines Inc. and our partnership with GCash, is more than just growth – it's about creating new worlds of possibilities. Our investments are deliberate and lay the groundwork for the future. While taking our products live is proving to be much more difficult and taking longer than planned, our time in the market has been well spent. We are building strong regulatory relationships, strengthening our ties and opportunities with GCash and building a community through educational engagement with hundreds of thousands of Filipinos every single day.

Product Diversification and Innovation

Our product portfolio is expanding and is often driven by customer demand. With new introductions like EasyCredit, EasyProtect, and EasyBonds, we're defining what's possible in our industry and our Clients' lives.

Investment in Technology

Our investment in technology continues to be a cornerstone of our strategy. The technological infrastructure we have built enhances our operational efficiency, security and customer experience and positions us well for rapid scaling as market conditions improve. Significant investment has gone into scaling and securing our platform while making it ever easier to partner and integrate into. We continue to retain significant advantage not just in South Africa, but globally too.

The information above has not been reviewed or reported on by the Company's external auditors.

The Company's results for the 12 months ended 31 August 2023 are expected to be published on SENS on or about 30 November 2023.

Johannesburg

29 November 2023

Sponsor: Deloitte & Touche Sponsor Services Proprietary Limited