FAMOUS BRANDS LIMITED

(Incorporated in the Republic of South Africa) (Registration number 1969/004875/06)

JSE Share code: FBR

ISIN code: ZAE000053328

("Famous Brands" or "the company")

APPOINTMENT OF CHAIRMAN-ELECT AND BOARD CHANGES

Shareholders are referred to the SENS announcement published on 20 July 2023 wherein shareholders were informed that Santie Botha, Chairman of the company, will retire and step down from the Board at the forthcoming annual general meeting ("AGM") to be held in July 2024. Ms Botha has been on

the Board since June 2012 and has served as chairman from October 2013.

The Board is pleased to announce the appointment of Chris Boulle, current independent nonexecutive director, as the Chairman of the company with effect from the AGM in July 2024. Chris was

appointed as a non-executive director to the Board in 2014.

He will take over as chairman of the Nomination Committee and will step down as chairman of the Audit & Risk Committee as well as the Remuneration Committee but will remain a member of the

Remuneration Committee.

The Board is further pleased to announce the appointment of Alex Maditse as lead independent director with effect from the AGM in July 2024. Alex was appointed as independent non-executive director to the Board in 2019 and has served as chairman of the Social & Ethics Committee since

October 2021.

Norman Adami will also be retiring at the forthcoming AGM in July 2024 after serving nine years as an

independent non-executive director.

The Board committees will accordingly be reconstituted as follows from the AGM in July 2024:

Audit & Risk Committee

Busi Mathe – Chairman

Thabo Mosololi

Fagmeedah Petersen-Cook

Remuneration Committee

Fagmeedah Petersen-Cook – Chairman

Chris Boulle

William Mzimba

Social & Ethics Committee

Alex Maditse – Chairman Nik Halamandaris Busi Mathe William Mzimba Darren Hele

Nomination Committee

Chris Boulle – Chairman Alex Maditse Busi Mathe

Investment Committee

Fagmeedah Petersen-Cook – Chairman William Mzimba Chris Boulle Thabo Mosololi

Commenting on behalf of the Board on Mr Boulle's appointment, Ms Botha expressed confidence in the Board's decision stating that: "Chris is a consummate leader and is well positioned to take over as Chairman. His experience with Famous Brands as well as his general industry knowledge will add great value to the future direction and growth of the company for the benefit of all stakeholders."

"The Board has put in place well-considered and adequate processes to uphold and safeguard adherence to good corporate governance at all times. These include, among others, the adoption of a Board succession plan to ensure Board independence is bolstered," she added.

Further, Ms Botha anticipates a smooth handover from herself to the Chairman-elect as well as a continued good working relationship between the Chairman-elect, the Board and the Famous Brands Group CEO, Mr Darren Hele.

Midrand 14 March 2024

Sponsor

The Standard Bank of South Africa Limited